



English for Arts and Social Sciences Semester II



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Tamil Nadu State Council for Higher Education(TANSCHE)

Syllabus
Second Semester Professional Communication Course for Arts and Science
Colleges

Hours: 60

Objectives:

The Professional Communication Skills Course is intended to help Learners in Arts and Science colleges,

- Develop their competence in the use of English with particular reference to the workplace situation.
- Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.
- Develop their competence and competitiveness and thereby improve their employability skills.
- Help students with a research bent of mind develop their skills in writing reports and research proposals.

Unit 1- Communicative Competence

Listening – Listening to two talks/lectures by specialists on selected subject specific topics -(TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions

Reading: Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.

Unit 2 - Persuasive Communication

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: debates – Just-A Minute Activities

Reading: reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions

Writing: dialogue writing- writing an argumentative /persuasive essay.

Unit 3- Digital Competence

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

Unit 4 - Creativity and Imagination

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. <https://www.youtube.com/watch?v=tpvicScuDy0>)

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating webpages, blogs, flyers and brochures (subject based)
- Poster making – writing slogans/captions(subject based)

Unit 5- Workplace Communication& Basics of Academic Writing

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.

Writing an introduction, paraphrasing

Punctuation(period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

Outcomes of the Course

At the end of the course, learners will be able to,

- Attend interviews with boldness and confidence.
 - Adapt easily into the workplace context, having become communicatively competent.
 - Apply to the Research &Development organisations/ sections in companies and offices with winning proposals.

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Preface

The textbook on Professional English envisioned under the leadership of the Hon. Chief Minister of Tamilnadu, Thiru. Edappadi K.Palaniswami by the Honorable Minister for Higher Education Thiru. K.P. Anbalagan, and Principal Secretary to Government, Department of Higher Education, Selvi. Apoorva, I.A.S., is a pioneering venture and strategic intervention in higher education in Tamil Nadu. It has been prepared with the unstinted support of Thiru. Vivekanandan, I.A.S. Member Secretary, TANSCH (Tamil Nadu State Council for Higher Education)

Tamil Nadu has the distinction of having the highest GER (Gross Enrolment Ratio) of 49%, in higher education in the country: this figure attests to the efforts of the government to empower the youth of the state by enhancing access to higher education.

After duly examining the challenges faced by students in learning their subjects and with a vision to equip them to compete in a global scenario, four textbooks, English for Physical Science, English for Life Sciences, English for Arts and Social Sciences and English for Commerce and Management have been prepared.

As language is an essential tool with regard to the learning process, a textbook which uses subject/discipline based content to leverage language learning is an ideal approach and fulfills the dual objective language proficiency and professional competence.

The book is bound to fulfill its destiny as teachers and students work in tandem: teachers as facilitators and learners as highly motivated stakeholders.

DISCLAIMER

Some of the passages given for Listening, Speaking, Reading and Writing lend themselves to the teaching of Grammar items. However, testing and evaluation does not include Grammar. This material is not for publication: it is only for training purposes.

Unit I

Communicative Competence

Listening : Listening to two talks/lectures by specialists on selected subject specific topics -(TED Talks) and answering comprehension exercises (inferential questions)

Speaking : Small group discussions (the discussions could be based on the listening and reading passages- open ended questions)

Reading :Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

Introductory Exercise

Read the quotes given below and select the one you like very much. Give reasons for selecting it.

1. The truth is like a lion; you don't have to defend it. Let it loose; It will defend itself.(St.Augustine)
2. Never discourage anyone who continually makes progress, no matter how slow. (Plato)
3. Life is very short and anxious for those who forget the past, neglect the present, and fear the future. (Seneca)
4. Happiness is when what you think, what you say and what you do are in harmony. (Mahatma Gandhi)
5. To succeed in your mission, you must have single minded devotion to your goal. (APJ.Abdulkalam)

Pre-Listening Exercise

Match the words in column A with their meanings in column B

Column A	Column B
1. Psychology	the study of societies and social behaviour
2. Economics	the study of the past based on objects or parts of buildings found in the ground
3. Political Science	reflection of life in various forms of writing like short story, novel, poetry etc
4. Sociology	the branch of study dealing with the state and systems of government
5. Archaeology	the branch of study concerned with the production, distribution and consumption of things
6. Literature	the study of the mind and behavior

Listening

A. Listen to the speech by Martin Luther King Jr on Emancipation of Negroes.

Transcript of the Listening passage

I am happy to join with you today in what will go down in history as the greatest demonstration for freedom in the history of our nation. Five score years ago, a great American*, in whose symbolic shadow we stand today, signed the emancipation proclamation. This momentous decree came as a great beacon light of hope to millions of Negro slaves who had been seared in the flames of withering injustice. It came as a joyous daybreak to end the long night of their captivity. But one hundred years later, the Negro still is not free. One hundred years later, the life of the Negro is still sadly crippled by the manacles of segregation and the chains of discrimination. One hundred years later, the Negro lives on a lonely island of poverty. I have a dream that one day this nation will rise up and live out the true meaning of its creed. "We hold these truths to be self-evident that all men are created equal. I have a dream that one day on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood. I have a dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression will be transformed into an oasis of freedom and justice. I have a dream that my four little children will one day live in a nation where they will not be judged by the colour of their skin but by the content of their character. I have a dream today, that one day, down in Alabama with its vicious racists, with its Governor having his lips dripping with the words of "interposition" and "nullification". One day right there in Alabama little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers. I have a dream today that one day every valley shall be exalted and every hill and mountain shall be made low, the rough

places will be made plain and the crooked places will be made straight and the glory of the Lord shall be revealed. This is our hope and this is the faith that I go back to the south with. With this faith, we will be able to hew out of the mountain of despair a stone of hope. With this faith, we will be able to transform the jangling discords of our nation into a beautiful symphony of brotherhood. With this faith we will be able to work together, to play together, to struggle together, to go to jail together, to stand up for freedom together, knowing that we will be free one day. And this will be the day when all of God's children will be able to sing with a new meaning. And if America is to be a great nation, this must become true. And also let freedom ring from the prodigious hilltops of New Hampshire. Let freedom ring from the mighty mountains of New York. Let freedom ring from the snow-capped Rockies of Colorado. Let freedom ring from the heightening Alleghenies of Pennsylvania. Let freedom ring from every hill and molehill of Mississippi. From every mountainside, let freedom ring. And when this happens and when we allow freedom to ring, when we let it ring from every village and hamlet, we will be able to speed up that day when all of God's children, black men and white men, Jews and gentiles, protestants and catholics will be able to join hands and sing in the words of the old Negro spiritual. Free at last.

*Former president of America, Abraham Lincoln issued the Emancipation proclamation on January 1, 1863. The proclamation declared "that all persons held as slaves within the rebellious states shall be free".

1. Based on Martin Luther King's speech, state whether the following observations are true or false.

- a. Martin Luther King delivered a historically important speech for the liberation of Negroes in America.
- b. Martin Luther King did not fight for the freedom of black people in America
- c. Slavery never prevailed in the history of America

- d. Martin Luther King did not dream that one day the sons of slaves and slave owners will be able to sit together at the table of brotherhood.
- e. Abraham Lincoln issued the emancipation proclamation in 1863.

2. Fill in the table based on your understanding of Martin Luther King's speech

Martin Luther King commended Abraham Lincoln's emancipation proclamation because	
Martin Luther King's dream with regard to the state of Mississippi is	
Even a century after Abraham Lincoln's emancipation proclamation, the blacks continued to be	
According to Martin Luther King, the life of the Negroes is crippled by	

3. Explore the evolution of thought in Martin Luther King's speech and the succession of dreams with regard to various states of America given below

- a. red hills of Georgia
- b. the state of Mississippi
- c. the state of Alabama
- d. transformation of the jangling discords of the nation into
- e. after freedom, all of God's children

4. I. Find out the synonyms for the following words

- a. emancipation
- b. seared
- c. sweltering
- d. nullification
- e. jangling

II. Give the antonyms for the words given below.

- a. rebellious
- b. slavery
- c. prodigious
- d. poverty
- e. justice

B.Listening Excerise

Dan Gilbert's Speech on The psychology of your future self (Transcript)

At every stage of our lives we make decisions that will profoundly influence the lives of the people we're going to become, and then when we become those people, we're not always thrilled with the decisions we made. So young people pay good money to get tattoos removed that teenagers paid good money to get. Middle-aged people rushed to divorce people who young adults rushed to marry. Older adults work hard to lose what middle-aged adults worked hard to gain. On and on and on. The question is, as a psychologist, that fascinates me is, why do we make decisions that our future selves so often regret?

Now, I think one of the reasons -- I'll try to convince you today — is that we have a fundamental misconception about the power of time. Every one of you knows that the rate of change slows over the human lifespan, that your children seem to change by the minute but your parents seem to change by the year. But what is the name of this magical point in life where change suddenly goes from a gallop to a crawl? Is it teenage years? Is it middle age? Is it old age? The answer, it turns out, for most people, is now, wherever now happens to be. What I want to convince you today is that all of us are walking around with an illusion, an illusion that history, our personal history, has just come to an end, that we have just recently become the people that we were always meant to be and will be for the rest of our lives.

Let me give you some data to back up that claim. So here's a study of change in people's personal values over time. Here are three values. Everybody here holds all of them, but you probably know that as you grow, as you age, the balance of these values shifts. So how does it do so? Well, we asked thousands of people. We asked half of them to predict for us how much their value would change in the next 10 years, and the others to tell us how much their value had changed in the last 10 years. And this enabled us to do a really interesting kind of analysis, because it allowed us to compare the

predictions of people, say, 18 years old, to the reports of people who were 28, and to do that kind of analysis throughout the lifespan.

Here's what we found. First of all, you are right, change does slow down as we age, but second, you're wrong, because it doesn't slow nearly as much as we think. At every age, from 18 to 68 in our data set, people vastly underestimated how much change they would experience over the next 10 years. We call this the "end of history" illusion. To give you an idea of the magnitude of this effect, you can connect these two lines, and what you see here is that 18-year-olds anticipate changing only as much as 50-year-olds actually do.

Now it's not just values. It's all sorts of other things. For example, personality. Many of you know that psychologists now claim that there are five fundamental dimensions of personality: neuroticism, openness to experience, agreeableness, extraversion, and conscientiousness. Again, we asked people how much they expected to change over the next 10 years, and also how much they had changed over the last 10 years, and what we found, well, you're going to get used to seeing this diagram over and over, because once again the rate of change does slow as we age, but at every age, people underestimate how much their personalities will change in the next decade.

The bottom line is, time is a powerful force. It transforms our preferences. It reshapes our values. It alters our personalities. We seem to appreciate this fact, but only in retrospect. Only when we look backwards do we realize how much change happens in a decade. It's as if, for most of us, the present is a magic time. It's a watershed on the timeline. It's the moment at which we finally become ourselves. Human beings are works in progress that mistakenly think they're finished. The person you are right now is as transient, as fleeting and as temporary as all the people you've ever been. The one constant in our life is change.

I. Based on Dan Gilbert's Speech on the psychology of your future self, answer the following questions

PART A:

- 1) What do you think is the field of the speaker?
- 2) What is the regret of the speaker as regards our past decisions?
- 3) How does the speaker express his opinion about the pace of change of people in relation to their age?
- 4) Which components are presented as the five dimensions of & human personality?
- 5) How does "Time" impact upon people and their decisions?

PART B: Based on Dan Gilbert's Speech on The psychology of your future self, state whether the following statements are true or false.

- (i) People usually underestimated how much change they would experience over the next 10 years.
- (ii) Every one of you does not know that the rate of change slows down in people as they age.
- (iii) Every ten years there seem to come changes in people's inclination towards various aspects of human life like music, dress, and food and so on.
- (iv) Time is not a powerful force.
- (v) The passing of years reshapes our values and alter our personalities

PART C: Match the following words and their meanings:-

Sl.No.	PART - A	PART - B
i	Misconception	Increasing at a fast pace
ii	Gallop	Wrong understanding of something
iii	Neuroticism	The quality of being energetic and not shy
iv	Extraversion	The tendency to experience negative emotions
v	Retrospect	Deeply
vi	Profoundly	A survey or review of past course of action

Post Listening Activity

Do's and Don'ts of Interview

- Do your homework properly
- Be careful to make a first good impression
- Listen and respond accordingly
- Be prepared for smart, open ended questions from the interviewers
- Sell your strengths and experience
- Don't speak poorly about your present or former employers
- Don't falsify information
- Don't speak irrelevantly

Answer the following questions

1. How would you do your homework for an interview?
2. What would you do to make a first good impression?
3. Sell your strengths and experience- Explain
4. What types of questions would you expect from the interviewers?
5. How will you conduct yourself when an interviewer poses a series of questions?

Speaking

A. The importance of “speaking” can be learnt from the fact that language is primarily spoken.

Speaking skills play a very important role in the learning of any language. Along with writing, it is considered to be an active/productive skill. The passive skills are: listening and reading. For the acquirement of active skills, passive skills provide inputs. All the four skills are equally important. In this section, the emphasis is laid on speaking skill.

1. Speaking –Preparatory Activity

Illustrate in your own words, the following states of mind

- (i) Joy
- (ii) Melancholy
- (iii) Despair
- (iv) Disgust
- (v) Jubilation

2. Match the following words with their meanings

	Words	Their meanings
i	adaptability	to legally take another person’s child into your family and take care of him or her as your own child
ii	adoption	change oneself according to situations
iii	stationary	writing materials
iv	stationery	not moving, not changing
v	Ideal	not working; being lazy
vi	Idle	the best possible; perfect

The Concept of “Society” and its Characteristics

Key Concepts – (Society, Community, Culture, Institutions)

Society

The term society is derived from a Latin word socius. The term directly means association, togetherness, gregariousness, or simply group life. The concept of society refers to a relatively large grouping or collectivity of people who share more or less common and distinct culture, occupying a certain geographical locality, with the feeling of identity or belongingness, having all the necessary social arrangements or institutions to sustain itself. ‘Man is a social animal’, said Aristotle centuries ago. Man needs society for his living, working and enjoying life.

According to MacIver, “Society is a web of social relationship” .

According to Lapiere, “The term society refers not to group of people, but to the complex pattern of the norms of interaction, that arise among and between them”.

According to Ginsberg, “A society is a collection of individuals united by certain relations or modes of behavior which marks them off from others who do not enter into the relations or who differ from them in behaviour”.

Characteristics of Society

- Society depends on Likeness. The principle of likeness is essential for society. Likeness refers to the similarities. Society exists among those who have the similarities with regard to their needs, goals, outlook, values etc.
- Society rests on Differences too. If men are exactly alike, their social relationships would be very much limited. There would be little give and take, or little reciprocity, if there would be no differences.
- Co-operation: Society is based on Co-operation. It is the essential part of our social life. Co-operation arises when men realize that they have common interests. It refers to the mutual working together for the attainment of a common goal.
- Interdependence. Social relationships are characterised by Interdependence. One depends upon the other for the satisfaction of one’s needs.
- Society is Dynamic: Change is ever present in society. No society can ever remain constant for any length of time. Changes may take place slowly and gradually or suddenly.

- **Culture:** Each society is unique because it has its own way of life, called culture. Culture is not society, but an element of society. Human society constitutes interacting people; while culture is patterning of their behaviour. According to Tylor, “culture includes knowledge, law, morals, customs or any other capabilities and habits acquired by man as a member of society”.
- **Mutual Interaction and Mutual Awareness:** Society is composed of people. Without people there can be no society, no social relationships and no social life at all. Individuals are in continuous interaction with other individuals of society. Society is understood as a network of social relationships. But all relations are social relations. Social relationships exist only when the members are aware of each other. Social interaction is made possible because of mutual awareness.
- **Social Control:** Society has its own ways and means of controlling the behaviour of its members. Along with co-operation, competition and conflict exist in society. Hence, the behaviour and activities of people are to be regulated by informal and formal means of social control.

Community

A [community](#) is a social unit that shares common values, or a group of interacting living organisms sharing an environment. Communities may share a sense of [place](#) situated in a given geographical area (e.g. a country, village, town, or neighbourhood) or in virtual space through communication platforms.

According to Bogardus, “Community is a social group with some degree of ‘we feeling’ and living in a given area”.

According to Kingsley Davis, “Community is the smallest territorial group that can embrace all aspects of social life”.

Vocabulary

Culture	: the customs, ideas, beliefs etc. of a particular society, country etc.
Interaction	: an occasion when two or more people communicate with each other
Reciprocity	: behaviour in which two people or groups of people give each other help and advantages

Territory : an area of land that belongs to one country.

Community : people of one particular area considered as a unit because of their common interests

Custom : a way of behavior which a particular group or society has had for a longtime

Speaking Activities

1. Students can be asked to have group discussion on the following topics

- a) Present Status of Indian Economy
- b) Panchayat Raj System
- c) American Independence Struggle
- d) Role of Indian Women Freedom Fighters
- e) Modern Psychologists – Sigmund Freud and Carl Jung.

2. Students can be put in the following context and asked to structure their conversation accordingly.

- a) As a social awareness exercise, students are divided into two groups and discuss ways and means for the regular maintenance of channels and water bodies for resolving drinking water issues and overcoming cyclone caused damages.

Group I – Improper maintenance of water channels is the reason for inundation of dwelling areas and breaching of water bodies – Don't you think so?

Group II - Yes. You are absolutely right. we the students have the responsibility to ensure that there is no encroachment on channels and water bodies. So that we can curb people's miseries during monsoon. What do you think are the measures to prevent it?

Group I -

Reading Activity

Warm up

A. Think about our country. What are its specialities?

- (i) Biggest democracy in the world
- (ii) Unity in diversity
- (iii) Motherland of ancient greats like Astronomers Aryabhata, Varahamihira and Physician Sushruta.
- (iv) The country with the Longest Written Constitution
- (v) Land of colourful festivals and celebrations

B. Match the following words with their meanings

	Words	Their meanings
i	Democracy	people are equal and should share equally the resources of the country
ii	Communism	a system in which the government of a country is elected by the people
iii	Autocracy	Belief in or Support for government by elected representatives of the people rather than government by a king or queen
iv	Republicanism	government by a single person or small group that has unlimited power or authority

v	Socialism	the set of beliefs that states that all the political system in which the state owns and controls all factories, farms, services etc
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Reading

Passage 1

Peruse the following passage and answer the following questions

Crop Groups

1. **Kharif Crops:** Also called the summer crops, they are sown before the onset of the rainy season from May to July and harvested after the rains in September and October. Rice and millets are major kharif crops of India.
2. **Rabi Crops:** Also called the winter crops, they are sown in the beginning of the winter season from October to December and harvested before the summer season from February to April. Wheat, barley and oilseeds (mustard) are rabi crops.
3. **Zaid Crops:** These are the short duration crops grown after the harvest of the kharif or rabi crops before the next major season. The crops sown in February to April and harvested by June and July are called the Zaid Rabi crops. Green vegetables are main crops of this season. Similarly, after the harvest of the kharif crops in September are grown some crops to be harvested before sowing the rabi crops in November and December. They are called zaid kharif crops. Oil seeds and some pulses are grown in this season.
4. **Food crops:** These are the crops that serve as food, and all food grains and pulse and most oilseeds are included here. They can be further divided as food grains, pulses, oil seeds and beverages.
5. **Food grains:** These are grains consumed in various forms by man. The most important food grains in India are rice, wheat, maize, jowar and bajra.

6. **Pulses:** The important pulses grown in India include gram, mung, urad and masur. They are also grain crops but they are not the staple food of the people.
7. **Oilseeds:** These crops yield seeds from which oil is expelled. Mustard, rapeseed, groundnut, linseed and castor are the examples.
8. **Beverages:** The most important beverage crops of India are tea and coffee.
9. **Subsistence Crops:** These crops are grown primarily for own consumption by farmers and only a small portion enters the market. Cultivation of rice in west Bengal is an example of subsistence cropping.
10. **Commercial crops:** Also called the cash crops, they are grown mainly for the market. Cotton and sugarcane are important commercial crops.
11. **Plantation Crops:** In some cases, the crop is planted once and it provides yield for many years. Such plantations are managed like an industry. Tea, coffee, rubber, coconut and spices are examples of such crops.
12. **Spices:** Pepper, cardamom, red chilly and turmeric are examples of spices.
13. **Fibre Crops:** Also grown as cash crops, this group includes the plant that yield fibres; Jute and cotton are fibre crops.
14. **Fodder Crops:** These are crops harvested generally when green and used as cattle fodder. Berseem is one example of such a crop.

Answer the following questions based on the passage given above

1. When do farmers raise kharif crops?
2. How are Rabi crops called?
3. When does the cultivation of Rabi crops take place?
4. Which is the cultivation period of zaid crops?
5. Which crops come under Food crops?
6. Give a few examples for Indian food grains.
7. Which pulses are grown in India?
8. Explain “Subsistence crops” and Differentiate it from “commercial crops”
9. What are the benefits of raising plantation crops?
10. Which are called Fodder crops? And What are they used for?

Reading Passage 2

Pre-Reading Activity

It is generally said that the heartbeat of a nation is heard in its literature. Study of literature both teaches and delights. Reading of literary texts greatly helps people improve their language skills and it provides them with happiness as well. There are many interesting literary genres like poetry, short story, novel, drama and so on.

Which writers' works have you read? What are the interesting aspects of those works? Which writer or poet impresses you very much and why. After the reading of a literary work, be it novel or poetry or short story, discuss its various aspects with your friend.

Reading:

State and Government

Government is often used as a synonym for the 'state'. But both the government and the state are two different entities. There are differences between the state and the government.

State

1. State consists of population, territory, government and sovereignty.
2. State possesses original powers.
3. State is permanent and continues forever.
4. State is abstract and invisible.

Government

1. Government is part of the state.
2. Powers of the government are derived from the state.
3. Government is temporary. It may come and go.
4. Government is concrete and is visible.

Branches of Government and Their Functions.

According to **Prof. Laski**, law-making is not the only function of the legislature but its real function is to watch the process of administration to safeguard the liberties of citizens. The legislature of the union is called the parliament in India. It consists of two chambers Lok Sabha and Rajyasabha. There are 545 members in Lok Sabha and 260 members in Rajyasabha. Lok Sabha gets dissolved every five years but Rajyasabha is permanent. The term of a

Loksabha MP is five years whereas in the case of Rajyasabha it is six years. The first speaker of Independent India is Mavalankar.

Powers and Functions of the Executive

Enforcing law and maintaining peace and order, maintaining friendly relations with other states, making appointments to higher posts, convening the sessions of the legislature and conducting business, issuing ordinances whenever the legislature is not in session. Powers to grant pardon, reprieve or remission of punishment are the important functions of the Executive.

Powers and Functions of the Legislature

The primary function of all legislatures is the making of law. In most systems, however, legislatures also have other tasks, such as selection and criticism of the government activities, supervision of administration, appropriation of funds, ratification of treaties, impeachment of executive and judicial officials, acceptance or refusal of executive nominations, determination of election procedures, and public hearings on petitions. Hence, legislatures are not simply law-making bodies. According to Laski, the British parliament is said to be 'the mother of parliaments'. It is the oldest legislature in the world.

In size, the British House of Commons, with more than 600 members, is among the largest; in contrast, numerous small island countries have legislative bodies with fewer than 20 members. Bicameral legislatures are common in many countries, particularly those with a federal system of government, such as the United States, Australia, Brazil, Canada, Germany, and India. Unicameral legislatures are typical in small countries and in those with a unitary system of government, such as New Zealand and Denmark.

The functions of legislature are enacting laws, overseeing administration, passing the budget, hearing public grievances, and discussing subjects like development plans, national policies, and international relations.

Powers and Functions of the Judiciary

Judiciary is the important organ of the government. Its main function is to interpret laws and to administer justice. The welfare of citizens depends to a larger extent upon the judiciary. Judiciary is the most important pillar of democracy. Its interpretation of law ensures justice, equality and liberty to all its citizen. An independent and impartial judiciary is an essential requisite of a democratic setup. The Supreme Court of India consists of a Chief Justice

and other judges. The Supreme Court has its permanent seat in Delhi. States in India have High Courts. There are District Courts and so on. The verdict of Supreme Court is ultimate.

Important Functions of Judiciary

1. Administration of justice.
2. To determine what is law and what is the scope and meaning of it.
3. To give advisory opinion on matters referred to it.

Types of Governments

Parliamentary and Presidential

In a democracy, the Government may be either parliamentary or presidential depending on the relation between the executive and the legislature. If the executive of cabinet is drawn from the legislature and when the two departments work in union in maintaining harmony, such a form of government is known as cabinet or parliamentary form. When the two departments remained independent of one another but at the same time provision is made for points of contact between the two by the one checking the other so as to maintain the balance, such a form of government is known as presidential. The best example of parliamentary types of government is known as parliamentary. The best example of presidential type of government is known as presidential. The best example of a parliamentary type of Government is provided by Britain and India for Presidential, the U.S.A. “Mother of Parliament” is a title often given to the British parliament. In India the president is considered to be supreme commander of the three armed forces.

Constitution

Every country has its own constitution, and the term ‘constitution’ means to establish; thus a constitution is established as the basis of Government either by the Constituent Assembly or by the process of evolved one by customs, British Constitution is an evolved one by customs, tradition and conventions. Now we shall discuss the definition and meaning of constitutions. Gettle has said that the constitution consists of those basic principles which determine the form of a state. It is the most important legal document of the state, as constitution helps to maintain

law and order in the state. According to A.V Dicey, constitution refers to “all the rules which directly or indirectly affect the distribution of the exercise of sovereign power in the state”.

These constitutions are referred to as the fundamental law of the land, rule of the state and corner stone of the state system; constitutions also determine the relationship between the people and the state. It prescribes the right of the citizen; hence, Laski observed that a constitution is known by the rights it provides to the citizen. Hence, it is obvious that a state small or big, strong or weak must have a constitution of its own.

Purpose of the Constitution

The purpose of the constitution is to ensure an orderly establishment, it also guarantees fundamental rights to the citizens, defines the power and functions of executive, legislature and judiciary. It also regulates the relationship between the state and the associations existing under it.

A. Vocabulary

Executive : Administrative using of the government

Legislature : Enactment of Law

Judiciary : Administration of Justice

Press or Media: Dissemination of Information for the public through broadcasting and telecasting.

B.(i) Which is considered to be the mother of parliaments?

(ii) What are the two bodies of Indian parliament? How many members are there in each body?

(iii) Which is considered to be the most important pillar of democracy?

(iv) What are the functions of the constitution?

(v) Who in India is considered to be the supreme commander of the armed forces?

C. compare “State” and Government”

	State	Government
i		
ii		

iii		
iv		

D. State whether the following statements are true or false

- (i) Loksabha gets dissolved every five years.
- (ii) Rajyasabha is not a permanent body.
- (iii) The verdict of supreme court is ultimate.
- (iv) The first speaker of free India is Sarojini Naidu
- (v) The press needs to play the role of a watch dog.

Writing

Pre-Writing

A. Find out the meanings of following **Idioms** and make sentences by using them .

- i. Build Castle in the air – To indulge in day dreaming without doing any work.

Eg: Without doing any work, if you want to attain progress, it will be like building castle in the air

- ii. Bring home the bacon -- To earn money to take care of one's family.

Eg: Mary stays at home and takes care of her children and her husband John brings home the bacon.

Exercise:

1. White Elephant
2. Leviathan
3. Make much ado about nothing
4. Silver Tongue
5. Man of letters

B. Look at the following pictures related to Egypt. Do you know their historic significance? Write about them briefly.

Mummy



Cairo City – Capital of Egypt



Pyramid



Suez Canal



Nile River



C. Make a summary of the following passage

Egypt has one of the longest histories of any nation in the world. The ancient Greek historian Herodotus called Egypt “the Gift of the Nile.” The valley of the Nile River was one of the birthplaces of civilization, and for more than 2000 years Egypt was one of the richest and most civilized lands in the ancient world. Much of what we know about this great civilization has been learned from its art and architecture. In particular, the ruins of tombs and temples have provided a valuable record of Egyptian life.

The Egyptians were extremely religious, and their belief in life after death was an important part of their culture. They believed that, for the spirit to live on, the dead person’s body had to be preserved, or mummified and buried, along with supplies of food and drink, tools and utensils, valued possessions – all the things the person had needed or enjoyed on earth. Kings and other wealthy persons had elaborate tombs built. Sculptures and wall paintings in the tombs were also created for use in the next life.

The Step Pyramid was the first stone building in history and the first of the many pyramids to appear in the next 1000 years. The Step Pyramid was designed as a tomb for King Zoser and members of his family. It was an unusual pyramid because of its broad terraces or steps. The form of the pyramid that we are familiar with developed soon thereafter. The most important and famous pyramids are the three Great Pyramids at Giza, on the west bank of the Nile River. These pyramids were meant to house the Pharaohs’ bodies and serve as reminders of their almighty power. The giant statue known as the Sphinx – part human and part beast – has mystified and fascinated travellers for centuries.

Cairo, the capital of Egypt is the largest city in Africa. Situated on both banks of the Nile, it is Egypt’s commercial and cultural centre as well as the seat of government. Egypt’s second largest city Alexandria, is a busy port on the Mediterranean Sea. Port Said situated at the northern end of the Suez Canal, is one of Egypt’s principal ports. The ancient city of Luxor is one of the country’s major tourist attractions. Its historical sites include the Temple of Luxor, the temple of Karnak and the Valley of the Kings.

A. Write creatively about the following pictures in a few sentences.





Unit -2

Persuasive Communication

- Listening** : listening to a product launch- sensitizing learners to the nuances of persuasive communication
- Speaking** : debates – Just-A Minute Activities
- Reading** : reading texts on advertisements (on products relevant to the subject areas) and answering inferential questions
- Writing** : dialogue writing- writing an argumentative /persuasive essay.

1. Listening

Preparatory Activity

A. Identify the brand names





B. Listen to the pronunciation and meanings of the words given below

Steering : the device of a vehicle that controls its movement and directions

Accelerator : also known as gas pedal, located on the floor on the far-right and it controls the amount of gas being fed into the engine and thereby controls the speed of the vehicle.

Speedometer : an instrument on a vehicle's dashboard indicating its speed.

Product launch : a planned effort to bring a new product to market.

Professional Ethics : adoption of fairness in business.

Air bag : a safety device fitted inside a road vehicle, consisting of a cushion designed to inflate rapidly and protect passengers from impact in the event of a collision.

Engine CC : the size of an engine referring to the total volume of air and fuel being pushed through the engine by the cylinders. It's measured in cubic centimetres (cc). For example, a 1,000cc engine can displace one litre (1,000 cubic centimetres) of this air-fuel mixture.

Listening

Listening to a product launch

The launch of a new product into the market can be the beginning of a wonderful journey or a total fiasco. It is a key moment that requires seller's full care and attention. The launch has to take place in such a way that the buyers' or consumers' interest is fully drawn towards the product.

The following ideas need to be kept in mind while launching a product.

- i. Thorough analysis of the competition.
- ii. Aim for the ideal customer
- iii. Creation of a unique value proposition
- iv. Defining marketing strategy and tactics
- v. Testing marketing approaches
- vi. Rolling out the campaign
- vii. Awareness about the product's lifestyle

The Launch of Apple iPad Air (2020) Wi-Fi

Apple iPad Air (2020) Wi-Fi tablet was launched on 15th September 2020. The tablet comes with a 10.90-inch touchscreen display with a resolution of 2360x1640 pixels at a pixel density of 264 pixels per inch (ppi). As far as the cameras are concerned, the Apple iPad Air

(2020) Wi-Fi on the rear packs 12-megapixel camera. It sports a 7-megapixel camera on the front for selfies.

Apple iPad Air (2020) Wi-Fi packs 64GB of inbuilt storage. The Apple iPad Air (2020) Wi-Fi measures 247.60 x 178.50 x 6.10mm (height x width x thickness) and weighs 458.00 grams. It was launched in Green, Rose Gold, Silver, Sky Blue, and Space Gray colours. Connectivity options on the Apple iPad Air (2020) Wi-Fi include Wi-Fi 802.11 a/b/g/n/ac. Sensors on the tablet include accelerometer, ambient light sensor, barometer, gyroscope, and compass/ magnetometer. As of 1st December 2020, Apple iPad Air (2020) Wi-Fi price in India starts at Rs. 54,900.

A. Apple iPad Air (2020) Wi-Fi Full Specifications

i. General

Brand	Apple
Model	iPad Air (2020)Wi-Fi
Release date	15 th September 2020
Dimensions (mm)	247.60 x 178.50x 6.10
Weight (g)	458.00
Removable battery	No
Colours	Green, Rose Gold, Silver, Sky Blue, Space Gray

ii. Display

Screen size (inches)	10.90
Touchscreen	Yes
Resolution	2360x1640 pixels
Pixels per inch (PPI)	264

iii. Hardware

Processor make	Apple A14 Bionic
Internal storage	64GB
Expandable storage	No

iv. Camera

Rear camera	12-megapixel
-------------	--------------

Front camera	7-megapixel
--------------	-------------

v. Connectivity

Wi-Fi	Yes
Wi-Fi standards supported	802.11 a/b/g/n/ac
Bluetooth version	5.00

vi. Sensor

Compass/ Magnetometer	Yes
Accelerometer	Yes
Ambient light sensor	Yes
Gyroscope	Yes
Barometer	Yes

Task II

A. Match the following items:

A

- i. Model
- ii. Removable Battery
- iii. Touch Screen
- iv. Internal Storage
- v. Front Camera

B

- 7 Megapixel
- iPad Air (2020)Wi-Fi
- 64 GB
- Yes
- No

B. Fill in the blanks

- i. Apple iPad Air (2020) Wi-Fi tablet was launched on _____
- ii. The phone was launched in colours such as _____ and _____
- iii. Apple iPad Air (2020) Wi-Fi price in India starts at _____
- iv. With regard to connectivity, apart from Wi-Fi and Wi-Fi standards supported, the other facility available is _____
- v. _____ is the screen size of display.

Nuances of Persuasive Communication

The general purpose of persuasion is to change people's thinking or behaviour. You should have a specific purpose in mind. After you have decided on your specific purpose, think about the types of language and details that will help you accomplish it.

Definition of Persuasive Speech

A persuasive speech is a specific type of speech in which the speaker has a goal of convincing the audience to accept his or her point of view. The speech is arranged in such a way as to hopefully cause the audience to accept all or part of the expressed view. Though the **overarching(overreaching)** goal of a persuasive speech is to convince the audience to accept a perspective, not all audiences can be convinced by a single speech and not all perspectives can persuade the audience. The success of a persuasive speech is often measured by the audience's willingness to consider the speaker's argument.

Key Terms

- **Persuasion** : the process aimed at changing a person's (or a group's) attitude or behaviour.
- **Logos** : logical appeal to the audience; does the speaker's argument make sense?
- **Pathos** : emotional appeal to the audience.
- **Audience Analysis** : the speaker's understanding of the audience's knowledge, personal experience and proximity to a topic
- **Ethos** : credibility of the speaker, assigned to him by the audience.

Key Points

- Persuasive speeches can come in many forms, such as sales pitches, debates, and legal proceedings.

- Persuasive speeches may utilize the three modes of persuasion: ethos, pathos and logos.
- Ethos is the most important appeal in a persuasive speech.
- Factors such as body language, the willingness of the audience, and the environment in which the speech is given, all affect the success of a persuasive speech.
- Audience Analysis is important in a persuasive speech, as the audience will be convinced for their own reasons, not for the speaker's reasons.

The Sales Pitch

An example of a persuasive speech is a sales pitch. During a sales pitch, the speaker is trying to convince the audience to buy his or her product or service. If the salesperson is successful, the audience (the person being sold to) will choose to purchase the product or service.

However, salespeople understand that just because someone does not make a purchase after the first sales pitch does not mean the pitch failed. Persuasion is often a process. People may need multiple persuasive pitches and a lot of outside information before they are ready to accept a new view.

Task I

A. Answer the following questions in a sentence or two

- What is a persuasive speech and what are the uses of it?
- Explain Ethos and Pathos in persuasion
- What is the indication of the success of a persuasive speech?
- What else is important in persuasion apart from the words of your speech?
- Write about the importance of audience analysis in persuasion.

Task II

For the effective persuasion, you need to be aware of ideas both for and against your stand. Use of a pros-and- cons chart for the arrangement of views both in support of and against your position. This helps improve your persuasive skills.

A model pros-and-cons chart on “Standardised tests” is given below.

Eg: Topic: Standardized Tests

Pros	Cons
Recognized by colleges and universities	Unfair to students who do not test well on these kinds of tests.
Test all students on the same body of knowledge	Test knowledge that may not have been taught
Test in broad categories	Too much weight placed on the results

B. Based on the model pro-and-con chart, prepare two charts for the following topics.

i. “Is sports a must”?

ii. “Profit or Ethics in Business”

2. Speaking

Preparatory Activity I

Give vocal descriptions of the following pictures for about three minutes.

Mullai Periyar Dam



Coconut Grove



Joint Winners of Nobel Prize for Economics – 2020



Paul R. Milgrom(USA) Robert B. Wilson(USA)

Keeladi Archaeological Excavation in Sivagangai District



Preparatory Activity II

Match the following words with their meanings given below

- | A | B |
|-----------------|---------------------------|
| 1. Argument | : Stable |
| 2. Disagreement | : Refusal |
| 3. Consensus | : Contradiction |
| 4. Rebuttal | : Wordy exchange of ideas |
| 5. Consistency | : Agreement |

What is a debate? (<https://www.pinterest.com/pin/83316661846747777/>)

A debate is a formal argument in which there are two sides that take opposing or supportive viewpoints and discuss them in an organized discussion of opposite views. A judge listens to both sides of the debate and decides which side made the better organized and supported argument.

The Basic Debating Skills

Style

Style is the manner in which you communicate your arguments. This is the most basic part of debating to master. If the debater's articulation lacks confidence the content and strategy will be of little value.

Speed

It is vital to talk at a pace which is fast enough to sound intelligent and allow you time to say what you want, but slow enough to be easily understood. The debater needs to strike a balance between being too fast and too slow. The speed of the debater should be such that it allows him or her the space to fully express his ideas.

Tone

Varying tone is what makes you sound interesting. Listening to one tone for an entire presentation is boring. Articulation in the same tone for long will make the audience feel monotonous and uninterested. The tone needs to be decided based on the nature of the idea being presented.

Volume

Speaking quite loudly is sometimes a necessity, but it is by no means necessary to shout through every debate regardless of context. There is absolutely no need to speak any more loudly than the volume at which everyone in the room can comfortably hear you. Shouting does not win debates. Speaking too quietly is clearly disastrous since no one will be able to hear you.

Clarity

The ability to concisely and clearly express complex issues is what debating is all about it. The main reason why people begin to sound unclear is usually because they lose the “stream of thought” which keeps them going. It is also important to keep it simple. While long words may make you sound clever, they may also make you incomprehensible.

Use of notes and eye contact

Notes are essential, but they must be brief and well organized to be effective. There is absolutely no point in trying to speak without notes. Of course, notes should never become obtrusive and damage your contact with the audience, nor should they ever be read verbatim. Most people sketch out the main headings of their speech, with brief notes under each heading.

When writing notes for rebuttal during the debate, it is usually better to use a separate sheet of paper so that you can take down the details of what the other speakers have said and then transfer a rough outline onto the notes you will actually be using.

Eye contact with the audience is very important, but keep shifting your gaze. No one likes to be stared at.

Content

Content is what you actually say in the debate. The arguments used to develop your own side’s case and rebut the opposite side’s. The final logistics of how long you will be debating, how many people will be in your group, and how the debate will unfold (ie: which team speaks first etc.), will all be decided by your tutorial leader.

What do the debaters do?

- ❖ Assume that there is a right answer and they have it
- ❖ Combative participants attempt to prove that the other side is wrong
- ❖ Concentrate on winning the debate
- ❖ Listen to find flaws and make counter arguments

- ❖ Defend their assumptions as truth
- ❖ Seeing two sides of an issue
- ❖ Defend one's own views against those of others
- ❖ Searching for flaws and weaknesses in others' positions
- ❖ Create a winner and loser, discourage further discussions
- ❖ Seek a conclusion that satisfies their position

Structure of a debate:

There are always two sides in a debate.

	Affirmative/Supporting	Negative/Opposing
First speaker	-Defines the subject of debate, introduces the team and what each member will argue -Presents their argument	-Defines the subject, introduces the team and what each member will argue -Presents their argument -Rebuts first speaker's affirmative points
Second speaker	-Rebuts first speaker's negative points -Presents their argument	-Rebuts second speaker's affirmative points -Presents their argument
Third speaker	- Rebuts the whole negative team's argument -presents a final smack-down point	-Rebuts the whole affirmative team's argument -Presents a final smack-down point

Then the leaders of both the teams present their closing argument: no new points are made.

Vocabulary for Debate

To open an argument

- Well, I think that...
- The first point I would like to raise is this...

- Our position is the following...
- Here's the main point I want to raise...
- I would like to deal with two points here. The first is...
- Our opponents have still not addressed the question we raised a moment ago...
- The other side has failed to answer our point about...
- Notice that the affirmative side has not addressed our main point.
- Let me just restate my position.
- Just to be clear, here is what I mean...

Vocabulary for transition of points

- ✓ I'm listening to the other side...
- ✓ I see your point, but I think...
- ✓ Yes, I understand but my opinion is that...
- ✓ That's all very interesting, but the problem is that...
- ✓ I'm afraid I can't quite agree with your point.
- ✓ I think, I've got your point, let me respond to it...
- ✓ We can see what you're saying. Here's my reply...

To Conclude

- So finally, we...
- To sum up, here are the main points our opponents have not addressed...
- We pointed out that...
- Our opponents have claimed that...
- To recap the main points...
- Let's sum up where we stand in this debate.
- Let me summarize our position in this debate.
- In summary, we want to point out that...
- Let's see which arguments are still standing.
- Let's take stock of where we are in this debate.

Task I

Students can be divided into groups to organize a debate on the following topics:

- 1) Online games are harmful to children
- 2) Reality shows on Television
- 3) Student's participation in curriculum design

Task II

A. Answer the following questions.

- i. What do you think is the purpose of debate?
- ii. Illustrate the significance of debates in democracy.
- iii. What components should be focussed in debates?
- iv. What is meant by rebuttal?
- v. Shed light on the importance of body language in debates.

B. Form two teams with your classmates as members and make a debate on the following topics.

- i. Industrialisation vs Preservation of Nature.
- ii. Mobile Phone : A boon or a bane.

Just a Minute

What is *Just a Minute*? ([http:// images.app.goo.gl/YGuyvP4RcuXrZ6TFA](http://images.app.goo.gl/YGuyvP4RcuXrZ6TFA))

Just a Minute is a one minute or less extempore speech that is carried out without any preparation . It is conducted in order to improve the communication skills. It helps the introvert and shy students to take initiative and speak on the topic for a minute.

How to do?

- Skip all the 'thank yous' and 'good mornings' in the beginning
- Focus only on one message

- Compress the ideas
- Know the audience and craft the speech accordingly
- Avoid dramatic or tricky approach
- Avoid filler words
- End with the main message

Rules

In *Just a Minute*, the panellists talk on a given subject, but obey three rules while doing so. They must avoid:

Repetition : Originally, this meant not being able to repeat a certain idea or concept. However, due to challenges over time, it now means not being able to repeat words or even letters (For example, 'BBC' is considered repetition because of the two B's). Certain words such as 'The' or 'And' are usually allowed except under extreme circumstances (say, when repeated five or six times). The given subject on the card is however allowed to be repeated.

Hesitation : The speaker must speak continuously, without any pause. Even if the audience is laughing, you have to continue talking.

Deviation : Originally this meant deviating too far from the subject in question. Now the concept is considered in a broad context. Examples include deviation from the English language, grammar, truth or logic.

Task I

The students can be given relevant topics for Just a Minute. Following topics are only samples.

- 1) Digital world
- 2) Bio-life
- 3) Social behaviour

Task II

A. Answer the following Questions

- i. Distinguish between “Debate” and “Just a Minute.”
- ii. What are the key components of Just a Minute?
- iii. What do you think should be done to improve one’s skills to excel in Just a Minute?

Task III

B. Make a speech on the following topics for Just a Minute

- i. Indian Society ii. Contemporary World Economy iii. Nobel Prize iv. Ancient History

3. Reading

Read the advertisements given in preparatory activities I & II and observe the language and other components used.

Preparatory Activity I

SELL, RENT, BUY PROPERTY THROUGH PROPERTY CLASSIFIED ADS IN ANY INDIAN NEWSPAPER For Classified Advertising Call us 09810904604 BOOK THROUGH myadv.com www.madv.com	Property for Sale
	✓ NEW – Spacious 2300 sq ft flat 3 Bed room, Drawing Dining, 2 balconies complete with wardrobes, display, lofts, kitchen cabinets Geysers, fans For sale 2 BHK 74.97sqm, Stilt 1 with covered parking 9.29sqm, Centrally Located Good Residential colony with amenities at Nikash Lawns

Preparatory Activity II

VILLA/TOWN HOMES FOR SALE  Ready Villas/Town Homes in Golf Course, Sector-128, Wish Town, Noida are available for sale at a very attractive price. Down payment and immediate registry. Size : 4700 to 5700 sq. feet Call : +91 9911003633	 2000 HONDA ACCORD LX, 37K, 4 Door, White w/tan leather interior, Cruise Control, Dual Airbag, A/C, PWR Steering, PWR Mirrors and Windows, FM/CD, Alarm System, \$13500 OBO Contact : Marshall (555) 615-9859
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Reading Texts on Advertisements

Introduction

Advertisements are very essential for selling any product. Its role is of most vital one in the success of any business. Advertisements are made in such a way that they reflect the uniqueness, distinct features and special qualities of a product. Advertisers need to be possessed of attributes like fine language skills, rich creativity and profound imagination so that they will be able to draw the attention of the consumers towards their products.

The aim of advertising is always to sell the product or let the people know the various facilities made available to them, either at the market or at their doorstep. When a product is being advertised, we are able to gather more information such as its name, price, benefits and availability. In short, it is a brief factual account of itself. But sometimes the drafted messages tend to be fictional too, owing to either exaggeration or false claims made by the advertiser. Viewed objectively, the advertising message must act as a salesperson and do its best to convince the consumer of the merits of the product or service described.

Advertisements have a two-fold purpose to serve. They have a message to convey and they attempt to evoke a desirable response in the buyer. As a result, the product becomes a popular one; the demand increases and the manufacturer, distributor and dealer reap a bountiful harvest. So, basically, an advertisement should communicate effectively.

To read advertisements will strengthen one's language skills, fortify their creativity and reinvigorate their imagination which are all essential for becoming an effective and impressive communicator.

Reading Texts on Advertisement

Model

Read the passage carefully and answer the following questions:-

It is almost impossible to escape from advertisements. Large hoardings stare down at you from the sides of the roads; neon signs wink above shops; in magazines and newspapers

advertisements take up more room than the reading material. All these are twentieth-century developments which have grown side by side with the spread of education and technical advances. Advertising affects not only our ears and eyes but also our pockets. Some critics point out that advertising actually raises the cost of products. Whenever you buy an advertised brand, about 25% of what you buy may represent the cost of advertising the name.

But there are a few things to be said in its favour. Although some things cost more because of advertising, other things cost less. Newspapers, magazines, radio and television all carry advertisements, and money received from the advertisers helps to lower the cost of production. In this way, we get information and entertainment at lower prices than would otherwise have been charged. It gives rise to competition among manufacturers which benefits the customer by offering him a wider choice.

A. Based on your understanding of the passage, complete the following sentences:

- (a) The three ways of advertising the author refers to in the passage are _____
- (b) The advertisements cause a loss for the buyers as _____
- (c) As advertisements in (i) _____ reduce the cost of production, we benefit by (ii) _____ provided by the (iii) _____
- (d) Another advantage of advertisements is _____

Answers

- (a)(i) Large hoardings put up on roadsides (ii) Neon signs above shops (iii) Advertisements in magazines and newspapers.
- (b) they assault the ears, eyes and pockets of the buyers.
- (c) (i) newspapers, magazines, radio and television ... (ii) getting information and entertainment (iii) manufacturers and advertisers.
- (d) that it offers the customer a wide choice in the selection of what he buys.

Exercise I

B. Read the following advertisement and do as directed.

***DO YOU WANT TO LEARN ENGLISH
SOMEWHERE DIFFERENT?***

***Then come to Perth,
the Picturesque Capital City of Western
Australia***

Situated on the beautiful Swan River, Perth offers you...

- Mediterranean climate
- lovely Indian Ocean beaches
- every sport imaginable
- multicultural society
- government owned TAFE Colleges
- high standards of facilities and staff
- maximum flexibility
- hostel or homestay accommodation

Intensive English Courses Available

- 5 intakes per year
- 10 week modules
- multicultural classes
- optional programs
- Cost: \$2000 AUD per 10 weeks

Study Tours Available

- English/cultural/tourism

For further details, contact:

*TAFE International,
Level 5, 1 Mill Street,
Perth 6000, Western Australia
Telephone: 619 320 3777*

A. Answer the following questions.

- What is the advertisement about?
- How many intakes are there for the course per year?
- What is the climate of the class?
- Is the study tour available for the course?

B. State whether the following statements are true or false

- There are no optional programmes.

ii. The cost of the course is \$1000 AUD for ten weeks.

iii. Accommodation is unavailable for the course.

Read the text below carefully and observe a few Classified Word Ads and their features.

1.

AUTOMOTIVE- SELLING

IMMACULATE CONDITION Mercedes Benz imported in 2019. Single owner, 2019 Model. Left hand drive, brand new tyres. No Brokers. Contact : 610244

2.

RENTAL-RESIDENTIAL

MODERN INDEPENDENT two-bedroom house 800 sq.ft. with attached bath, portico at 75, Teresa Street, Bally Gunj, Calcutta-35. Contact: 429463 within two days. Company Lease preferred.

3.

FOR SALE

IMMEDIATE SALE wooden cabinets, a study table, doors & windows with frames & show case. Lump sum payment preferred. Contact: Today & Next Sunday. A -15, Shanthiniketan Marg, Janakpuri, Delhi-110058

Salient Features

1. In all the above advertisements you find the caption in Block letters in a box. The box can be either at the centre or to the left. So, you must learn to provide a suitable caption in block letters and box it either at the centre or to the left, close to the margin.
2. Advertisements placed under RENTAL could be specified COMMERCIAL or RESIDENTIAL as the case may be. Again, under AUTOMOTIVE it may be for selling or buying.
3. The first two words are in capitals and are darkened to strike the reader's eye.
4. The name of the object advertised or the kind of service available usually occurs in the first line. This should be followed by its special features. If it is a car or cycle, the model, the colour, the working condition and the nature of the ownership are mentioned.
5. The last sentence mentions where the advertiser should be contacted. Some advertiser may prefer to have a quick settlement, so they mention their telephone numbers, while in certain cases, both the parties may like to discuss particulars at length, so the address is provided.
6. The advertisement need not be in correct grammatical sentences. Phrases and expressions suffice.

Exercise II

Draft suitable Classified word ads, bearing in mind the details provided below:

1. A reputed company requires canvassing agents. Attractive commissions are offered. So, frame an advertisement quoting Box No.
2. A leading company requires posh bungalows on company lease as guest houses. Provide the telephone no. and specify the area preferred.
3. You wish to sell your second hand scooter for Rs.35,000/- It is in excellent condition.

4. Writing

Preparatory Activity I

A few patterns for Seeking, Giving and Refusing Permission in dialogues

A. Seeking Permission

- i. Could I use your car for a day, please?
- ii. Can I take your book, please?
- iii. May I stay in your room tonight, please?
- iv. Is it all right if I come with my parents to meet you?

B. Giving Permission

- i. Yes, of course
- ii. Certainly
- iii. You are welcome
- iv. Please bring them

C. Refusing Permission

- i. Sorry, it is not possible
- ii. I am afraid it is not possible
- iii. I am sorry, I don't have the authority to let you
- iv. I am sorry I am not supposed to let you

Dialogue Writing

A dialogue means conversation between two or more people and it is also defined as a verbal exchange between two or more characters. If only one person talks, then it is monologue. This part focuses on the development of conversational skills of learners by acquainting them with many different types of dialogues. Enhancement of articulation skills will enable one to participate in conversations and dialogues with confidence.

There are some measures on the development of dialogue skills.

- i. Strengthen your basic language skills.
- ii. Articulate your ideas confidently.
- iii. Keep your speech brief but effective
- iv. Don't be overbearing in the dialogue
- v. Avoidance of inappropriate expressions and slangs
- vi. Keep in mind the stature of the person you talk to and structure your conversation accordingly.

The dialogue between a stranger and a native of Madurai

Stranger : Hello sir, I am from Trichy. I want to go to Madurai Kamaraj University.
Which bus should I take to go there?

Native : Hello sir, you are welcome to Madurai. You can board 18B bus from Periyar
Bus station to go to the university.

Stranger : Thanks for your information sir. How long will it take to reach the university?

Native : By bus, you can reach the university within 45 minutes from bus station.

Stranger : Is it so sir? Is train facility available for the university?

Native : No, sir. There is only bus transport for the university. May I know why you visit
the university? Please don't mistake me for this question. Just out of curiosity. I
am an old student of the university.

Stranger : That is fine. I am happy that you are an old student of the university. I wish
to pursue Ph.D. in the university. In this regard, I would like to meet the
Head of the department of English.

Native : Is it so, my best wishes to you.

Exercise I

Based on the exercise given above, fill in the blanks in the following dialogue between a I Year History and an Economics student in a college.

History Student : Hello friend. Nice to meet you. Which course are you doing?

Economics Student : _____ Economics. Have your classes started for this semester?

History Student : _____ last week. How do you find the subject of economics?

Economics Student : _____. Like Economics, I hope your subject history also will be interesting to study. Can you say some basic things about history?

History Student : _____. I have shared with you the basic facts about history. Now, I am eager and enthusiastic to know something about your subject. Can you please tell me something about it?

Economics Student : I will be very happy to share with you some foundational ideas of Economics. _____ is considered to be the father of Economics. _____ is India's economy. Study of Economics is divided into two types: _____ and _____.

History Student : Thank you friend. With your help, I have learnt some basic matters about Economics.

Exercise II

- A. Write a dialogue between a Sociologist and Political Scientist on the need for strengthening democracy.**

Writing Persuasive/ Argumentative Essay

Introduction:

It is a piece of writing of moderate length on a particular subject. The objective of a persuasive essay is to get the readers to accept the ideas, views and opinions of the writer. The central function of a persuasive essay is to bring about a change or a kind of transformation in the readers in tune with the stand of the writer. For the fulfilment of this purpose, convincing viewpoints on the topic should be presented in a way that impacts upon the readers. The two essential characteristics of a persuasive essay are collection of necessary ideas and convincing presentation.

For instance, when an essay needs to be written on Preservation of Historical Monuments, places and objects, the benefits of the protection of historical remains are to be presented. The essay should also focus on the negative consequences of failure to protect the objects and places of historical importance.

Such an essay on the need for the protection of historical objects should consist of three parts – Introduction, Body of the Essay and Summation. The introductory part should cast light on necessity of the preservation of such objects and also the efforts taken both nationally and internationally for their protection. The introductory part should further illustrate that when a society wants to move forward and attain progress, it is necessary for it to have the knowledge of its past. Be it an individual or a society, if they lack the knowledge of their history, culture and civilization, it would face difficulties in marching ahead. Unless a society looks back into its history and learns lessons from it, its onward march will be crippled. Having explained the significance of preservation of historical monuments and objects, the essay can move to the next part called – Body.

The Body of a persuasive essay on this topic should lay emphasis and stress on the ways and means for the conservation of it. It can make analysis of modalities for protection of ancient monuments and can also propound a series of recommendations. It can include the need for the sensitisation of the general public to preserve it. This part of the essay can explain in its recommendations that governments, NGOs and the general public need to act in co-ordination with one another towards safeguarding ancient monuments so that the glorious past way of life of the country will be made known to the world. Another suggestion it can make is that Educational Institutions from schools to universities should be pressed into action to safeguard the ancient monuments.

The summation part can give in a nutshell all that has been presented in the earlier parts of the essay, besides stressing the necessity for the continuous efforts at the protection of ancient monuments.

Model for Persuasive / Argumentative Essay

Necessity for Study of Literature

Introduction:-

This essay focuses on the importance of study of literature. Literature is described as the reflection of life. As there are a number of nations and languages in the world, there are a number of Literature. The significance of literature is so great that it cannot be considered as a mere *repository* of fables and parables. Literature is found in various genres such as Poetry, Prose, Play, Fiction, and so on. This essay puts forth the reasons why study of literature should be given priority.

Literature as the Identity of a Society

Language and Literature are considered to be the identity of a society or a nation. It is a documentation of the way of life, values and ethics, social and religious beliefs of the bygone ages. Over and above, the reading of literary works will also illustrate what types of political systems and governance existed in the past. Literature plays a very predominant role in the sustenance of a society's traditions and conventions. Not only that, it transfers them to the successive generations. Without the perusal of literary of works, it would be difficult for one to acquire knowledge about one's forefathers. As a result, they may be left without any idea of their

own roots. Wherever people migrate in search of greener *pastures*, they will be eager to carry with them, their way of life and culture and they will also make *endeavours* in the *earnest* to enlighten their children about their roots.

For keeping the identity of a society alive and vibrant, and also transmitting it to successive generations, the role of literature is of most vital importance. For example, Sangam Tamil Literature helps us learn about the art, culture, civilization, warfare and martial skills of ancient Tamils who lived over two thousand years ago. *Akananooru*, *Purananooru* and Tamil Epics help in a very big way to *fathom* the cultural richness, glory and heritage of our forefathers. Since Literature offers identity to us, it should never be ignored.

Literature as a Force of Unification:

The previous part *expatiated upon* Literature as an identity provider. This part explicates the fact that it can also serve as a unifying force. Ancient Tamil poet Kaniyan Poonkundranar articulates the view that **Yathum Oore Yavarum Kelir; Theethum Nandrum Pirarthara Vara** (Every Landscape is intimate to my heart scape, Entire humanity is my fraternity, Good and Evil none will bring). Literature aims at unifying people. Given the fact that the world is inhabited by humans and literature provides a portrayal of human passions and sentiments, the *dictum* that literature is one and humanity is one gains currency.

Literature as an Instrument of Morality:

Reading of literary works offers delight and knowledge to readers. It makes them forget about their anguish and agony and provides them with composure and tranquillity. Further, it is also perceived as an instrument of morality. One can learn from literature what to do and what not, whom to befriend and whom not and how to live and how not. For example, Elankovadikal's *Sliapadhikaram* highlights the fact that if anyone, be it an ordinary civilian like Kovalan or a king like Nedunchezhiyan, walks away from the path of righteousness and honesty, they will have to pay a heavy price for it. But at the same time, it elevates the female protagonist Kannaki into the position of god because of her chastity. In addition to that, Thiruvalluvar's *Thirukkural*, the woman poetess Avaiyar's *Aathisoodi* and other works like *Kondraivendhan* and *Naladiyar* offer both enlightenment and ecstasy.

Since literature is perceived as a force of morality, perusal of literature will make one ethical, upright, scrupulous and benevolent. Those who develop inclination or leaning towards

literature will abstain from vices and evilness. To develop orientation towards literature will enhance one's stature. Literature that teaches moral values is called didactic literature.

Literature for Language Development

Ornamental articulation is defined as a feature of Literature. The difference between ordinary language and literary language is that the former simply gets across the message or information to the listeners whereas the latter because of its depth would make a profound impact upon the readers. For one to become an effective communicator, love of language is essential. If learners routinise the habit of reading any literary works, their language skills will increase manifold. Such people will never allow communication gap in their deliveries which occurs due to inadequate or improper expression.

Summation:

This essay has presented the nature and central functions of literature. Being reflective of mankind is the nature of Literature. It offers identity to a society and as an instrument of morality, it prevents people from making mistakes, committing crimes and sins and so on. It depicts the fact that the role of literature is of great value in the creation of an Ideal Society. Furthermore, it also provides language empowerment for people. Considering the fact that literature is an integral part of human life, we cannot afford to bring down its importance.

Exercise

A) Fill in the blanks in the following sentences:-

- (i) Study of literature offers ----- and ----- to readers.
- (ii) Literature is not a mere ----- of fables and parables. It is much more than that.
- (iii) The role of literature is vital in ----- of a society's traditions and conventions.
- (iv) Transfer of a society's way of life takes place through -----
- (v) ----- is defined as a feature of literature.

B) Find out the meanings of the following words and make sentences on your own by using them:-

- (i) Repository (ii) Pastures (iii) Endeavours (iv) Earnest (v) Expatiate upon
(vi) Dictum

C) Answer the following questions:-

- 1) What are the subjects that Literature highlights?
- 2) What does Kaniyan Poonkundranar voice in his poem?
- 3) Write about the moralizing aspect of literature and what is the term used to refer to literature of moral values?
- 4) Give two examples from Tamil literature for didactic literature.
- 5) How does study of literature improve one's language competency?

Task I Write an argumentative essay on the significance of social harmony.

Task II

1. Attempt persuasive essay on ways and means to strengthen democracy.

Unit 3

Digital Competence

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area.

Unit 3

Digital Competence

LISTENING

Listening Skills:

Listening is about paying careful attention to the speaker's speech, comprehending its language and idea aspects and finally obtaining the central message of the speech without any loss of meaning. Listening is very essential for the enhancement of language skills of learners because it provides the learners with the much-required language inputs with which the learners can very well standardize and finetune their language/ Listening is a passive language skill but it actively strengthens learner's language.



Techniques for inculcating Active Listening:

1. Pay careful attention to the speaker's lecture or speech without any distraction of concentration.
2. Develop zeal for learning the language, particularly pronunciation of words which can be attained only through active listening.
3. While listening, make use of non-verbal signs like smiling and participatory eye-contact.

4. Ensure your active participation in listening to a speaker's articulation by raising questions every now and then.
5. Allow the speaker to complete his or her articulation and then express your ideas.
6. Never deviate from the subject under discussion by posing irrelevant questions.
7. Observe the non-verbal signs of the speaker and attempt to understand what nuances of meanings they get across.
8. Express your clear comprehension of the speech by your apt, appropriate and relevant responses.

Interview Skills

An interview is an oral examination conducted by an interviewer or more than an interviewer for assessing the subject knowledge, communication skills, Intelligent and emotional quotients and leadership qualities of the interviewer. One who conducts an interview is called an "Interviewer" and one who attends the interview is called an "Interviewee." Interviews are conducted for a wide array of purposes such as giving admission to courses of study (Master degrees and Ph.D. programme) and for employment and so on. For excelling well in interviews, one needs to be possessed of sound language skills. The interviewees who speak confidently at the interviews will make it in the interview.

Interviews are an important dimension of selection process both in private and public sector. Only consistent endeavours at the enhancement of language skills alone will stand the listeners in good stead to perform well at the interviews. Further, shedding inhibition, anxiety, tension and restlessness is also very vital for one's success at the interviews.

Preparatory Exercises:

Vocabulary:

1. **Telecom Revolution** : In August 1984, Rajiv Gandhi hailed as the "Father of Information Technology and Telecom Revolution established the Centre for Development of Telematics (C-Dot) to develop telecommunication technology in India.

2. **Green Revolution:** The Green Revolution in India was initiated in the 1960s by introducing high-yielding varieties of rice and wheat to increase food production in order to alleviate hunger and poverty.

3. **White Revolution:** One of the biggest dairy development movements by the Indian government to develop and help dairy industry sustain itself economically by developing co-operative, to provide employment to poor farmers in 1970.

4. **Orbit** - a regular and repeating path that an object takes around another one.

6. **Static Weaponry** - A static mount is a non-portable weapon support component either mounted directly to the ground, on a fortification, or as part of a vehicle.

7. **Missile program** - The Integrated Guided Missile Development Program (IGMDP) is a programme initiated by the Indian Ministry of Defence Program for the research and development of the comprehensive range of missiles.

8. **PURA** – abbreviation for Providing Urban Amenities in Rural Areas, a programme or concept conceived by Dr. APJ Abdul Kalam to address the employment issues related to people migrating from rural to urban areas.

9. **e-governance**- Electronic governance or e-governance is the application of IT for delivering government services, exchange of information, communication transactions

Listen to the interview of APJ Abdul Kalam to KnowledgeAtWharton about the Indian Economy on the event of Wharton Indian Economic Conference 2008 held in Philadelphia based on the theme “India Imagine.”

<https://www.youtube.com/watch?v=laGZaS4sdeU>

TASKS:

1. This Task can be conducted in pairs. Each pair should create a script for subject related interview and enact it before the class. During each pair's performance, the rest of the class should listen to it and take notes on the same. After the performance, each pair will question the class based on their script to check whether everyone in the class has understood their concept.

2. Prepare another set of transcripts for interview skills and record it and submit it to the teacher. The teacher will play it in class, while everyone listens to each transcript and prepare questions based on the transcript. The teacher can give some time after each video for the students to prepare the questions. These questions must be circulated in class and a mock test/class test can be conducted on the same.

Vocabulary:

I Find out the synonyms (one word meaning) and extended definition (single line meaning) for the following words:

1. Creative
2. Integrated
3. Strategic
4. Structured
5. Transparent
6. Grid
7. Connectivity

II Match the following words in Group A with their Antonyms in Group B:

Group A	Group B
1. Traits	(a) Limited
2. By passed	(b) Incompetent
3. Defeat	(c) Usualness/Normal
4. Multiple	(d) Continue
5. Self sufficiency	(e) Success

III Find out the opposites present in the interview.

IV Answer whether the following statements are TRUE or False.

1. Abdul Kalam has not witnessed the Green and White Revolution.
2. Leaders should work with integrity and succeed in integrity.
3. The President should be constantly in touch with people.
4. Sathish Dhawan took the responsibility for the failure of team mates.
5. A leader should not hand over the success of the team to his/her teammates.

V Answer the following questions in a sentence or two.

1. What according to Dr.Kalam is knowledge?
2. What are the qualities of a leader?
3. Who are the visioners that Dr.Kalam had worked with?
4. What are three types of PURA?
5. What are the three types of Societal Grid?

Speaking

What is Video Conferencing?

It is a technology or visual communication through which two or more users or individuals from different locations can conduct face-to-face meetings. Video conferencing enables any individual to manage and save time and money. It is used to conduct official meetings, seminars, interviews, training programs, board meetings and for educational purposes. Informal video conferences are called “video call” or “video chat.” The quality of any video conferencing application/software depends on the network strength and speed. Through video conferencing application/software users can converse with each other and will create similar experience like that of direct meeting or a face-to-face meeting. A good Video Conferencing application should be credible and would provide high quality video and helps the users to instantly connect with their audience (Team, Officials, Students, etc.,).

Tools/Equipment required for Video Conferencing:

1. Smartphones / Laptop/ Tablets/ Desktop Computers
2. Web Camera
3. Wifi or Data Connection

Applications/Software used for Video Conferencing:

1. Zoom
2. Google Meet
3. join.me
4. Cisco Webex
5. GoTo Meetings
6. Slack
7. BigBlueButton
8. Skype
9. BlueJeans
10. Whereby

11. Blackboard Collaborate

Uses of Video Conferencing

1. It allows companies or organisations with many branches to connect instantly with each other and work effectively.
2. Video Conferencing helps to save time and money required to attend meetings in person (Direct Meetings). It helps to schedule meetings instantly.
3. It provides features like screensharing, Live Chats/Sessions, White Boards/annotations, etc.,
4. It facilitates virtual meetings.

Video Conferencing Skills:

1. Check data connectivity and strength of the network signal.
2. Select a good Video Conferencing Application or Software that cater to your professional needs/purpose.
3. Maintain proper dress code.
4. Familiarise yourself with Video Conferencing Application/Software for better performance.
5. Avoid chaotic situations or distractions around you.
6. Allow others to convey their opinions before expressing your views. (Listen carefully to others opinions and thoughts. Never interrupt anyone during meetings.
7. Set your workplace with laptop/mobile in a clear background with proper lighting which is essential for a good quality video.
8. Always be conscious about your Body language. Maintain eye-contact during official and professional meetings, seminars, Job interviews, etc. Try to communicate with your audience through gestures, facial expressions etc.
9. Users should respond immediately to any questions posed and provide sincere feedbacks and opinions. This will motivate and encourage others and helps to boost their confidence as well.
10. Check Video and Audio clarity before starting a video conference.
11. Prepare the contents/materials for presentation prior to the online meeting. The contents should be drafted in a concise and precise manner.

12. Conduct a mock video conference with friends and family prior to any important meetings or conferences.

Speaking:

Preparatory Activity:

1. Setting up a Video Conference call using GoogleMeet.

- a. Sign in to your Gmail account. If you don't have an account, create one.
- b. If you are using an iPhone or Android Phone, Sign In to your gmail account and download GoogleMeet App.
- c. If you are using a laptop or desk computer, you can create the link by scheduling the meet in the GoogleMeet Apps that is represented by nine dots right next to your email Id Icon or enter into google calender and create a new event and click on to Add Video Conferencing call option and set the date, time and Occasion of the meet and Save it.
- d. A Google meet link will be generated.
- e. Right click on the event information (that you created) that appears on your google calendar. A dialog box with more information of your event with edit, send and delete option appears.
- f. Click on to the mail icon and send a mail to the participants of the meet with the Google Meet link.

Try to create a similar meeting links using other apps (any one listed above) for Video Conference and write a set of instructions on how to set up a Video Conference using that Particular app.

Listen to the Interview with Shashi Tharoor through Video Conference.

<https://www.youtube.com/watch?v=QZnRLhP1flo>

TASK 1:

Students should prepare a script for the following scenarios and enact it in pairs or as a group using Video conferencing skills.

- a. You are given an opportunity to interview a subject specialist belonging to your field of study. Prepare a script for the above situation and enact it.
- b. Your Team is in a do-or-die situation, where you all are given a deadline to finish a project in a day's time. Being the Team Head, how would you motivate your team to finish this on time?

Finally, Students can be asked to give a feedback (talk about) on the performance of each team.

Vocabulary:

1. Identify the imperatives used in the above content.
2. Prepare 5 Question Tags related to video conferencing skills. (Refer to the passage given above)
3. Identify the gerund and infinitives present in the above transcript.
4. Identify the Adjectives present in the above transcript.

Vlog

What is a Vlog?

The letter V in the term “Vlog” stands for Video and the word “Log” refers to a Logbook or a Journal entry where people usually record their day-to-day routine or happenings through formal and informal means. In a formal Logbook, people register their Official records, appointments and Schedules in Calendar, maintain official notes and list of work to be done on a particular day. In the Informal Log, people note down their personal experiences in form of diaries and journal, schedule personal appointments in Calendar or Individual or personal things to be completed at home. Hence, a Vlog is an informal video recording of an Individual's personal and every day activities or routine. It captures each and every minute of the individual's life and therefore can be considered as the story of an Individual.

A Vlog is usually treated as a video form of a blog, where people express their personal opinions, thoughts, emotions, and ideas related to a particular topic. Vlogging means “Video Blogging” where people generally tell a story with special focus on the story of their life.

How to Create a Vlog?

1. The Individual has to identify his/her / Identify the area of interest. (Never choose content which is not your cup of tea) Eg. Food, Photography, Fashion, Traveling etc.,
2. Choose the target audience and create the content that would capture their attention. (It should sweep the audience of their feet and bowl them over).
3. Conduct a thorough background study of other Vlogging channels available in YouTube and other Social Networking sites to understand the nuances, techniques of creating a Vlog.
4. A knowledge of already available Vlogs will help the individual to think creatively and come up with a Unique, Original Vlogging style and avoid repetition, where it appears to be a mere copy or imitation of another Vlog.
5. Create a Youtube Channel and Popularise it by following innovative advertising strategies. For Example, create a short movie clip or trailer or preview about the Vlogging Channel.
6. Prepare the essentials or tools for Vlogging.
 - Camcorder/ Camera/ Smartphones (choose equipment/gears which records high resolution video)
 - Microphones
 - Tripods
7. Prepare a Script and record the contents.
8. Edit it using free apps like Windows Movie Maker or purchase other available software. Apps available in iPhone and Androids can also be used for editing.
9. Provide attractive, alluring title for the Vlog with captivating Thumbnail (“A Screenshot from the video”).
10. Upload it in platforms like YouTube, Facebook, Instagram Live, Stories, IGTV, Twitch IRL, Dailymotion, Vimeo, Flickr, etc. Choose a Platform that is ideal for your vlog (weigh the pros and cons of each platform before uploading the Vlog).

How to become a Vlogger? How to use Vlogging to nurture Interest?

A Vlogger does not randomly record each and every event/minute in their life. A Vlog is similar to shooting a film/making a movie. The individual films a movie every day –

A movie on the journey of their life. The Vlogger should not merely follow along rather must choose a storyline, and should have a clear idea about what the content of the vlog and also on how to present it. Vlog is more about telling a story through a plot with a proper beginning, middle and end. Therefore, it is necessary to prepare and plan the structure of the plot before shooting the video/vlog. The Vlogger should never feel like a fish out of water in between the shooting of the vlog, so it is mandatory for the vlogger to choose a topic which he/she is comfortable with. As the Vlog is the movie of the Vlogger's life, he or she should be natural before the camera and never develop a cold foot while recording the vlog. Here, the key lies with the vlogger filming himself or herself. They should find creative ways to talk in front of the camera, for example, talking among the crowd, placing the camera on top of a wall or tree or placing it down on the floor. etc. The Camera is not only a tool to connect with the audience, it should be treated as audience (especially while filming a vlog) and hence, the vlogger should directly address the audience and actively engage themselves with the audience.

A Vlogger should not be conscious about his/her surrounding while shooting a vlog. They should focus on themselves and should not be conscious about others' perceptions. They should be confident and believe in themselves. In a nutshell, the Vlogger should not get/develop a cold foot to film the contents of the vlog especially when he or she is shooting it outdoors.

The Vlogger should have a knowledge about various cinematic techniques to film, editing process and a thorough understanding about the workings or functions of the platform (eg. YouTube – YouTube Creator Studio, Tube Buddy, etc.) that they have chosen to upload their videos so that the content would appear more professional. Creativity is the key for vlogging. The Vlogger would find different ways to keep the audience glued to the vlog. The vloggers should film as many videos as possible where each video should convey a “micro-story” (which is essentially a story within a story concept). He/she should have more footages with such micro-stories with a proper structure.

Editing Vlogs:

1. Bring all the footages together and go through each footage to be familiar with the videos.

2. Choose videos that are connected to your storyline. Avoid using videos that don't fit your story.
3. Look out for captivating and interesting videos (running for not more than 10-15 seconds) to capture audience's attention.
4. Familiarise yourself with the editing software. Place all the chosen videos in the timeline of the videos.
5. View the videos objectively to produce better content.
6. Select titles which are relevant to the topic/content of the vlog. Title should not be obscure or vulgar or irrelevant to the topic. (Some channels use irrelevant titles to attract audience as a means to increase the number of views for the vlog but often end up getting negative feedbacks for the same.)
7. Should learn different techniques to advertise their vlog/Vlogging Channel.
8. Check **YouTube Analytics and Google Analytics** to understand the audience's pulse about how long they watch the video for in order to improvise on the quality of the vlog content.
9. Schedule the vlog and post them regularly (eg. Once a week) to gain more viewer base.
10. Should constantly update themselves on improved upgraded technical features or versions of online platforms, editing software, gadgets etc. – Keep up with the trends related to vlogging.

REFERENCES:

["How To Create A Vlog." WordPress.com](https://www.wordpress.com)wordpress.com

["How To Start A Vlog - Step by Step Guide For 2020 - Make A Website Hub"](https://www.makeawebsitehub.com)

.makeawebsitehub.com

["What is Vlogging? - YouTube." www.youtube.com](https://www.youtube.com)

"How to VLOG - Beginners Guide." <https://www.youtube.co/watch?v=qmgl8vhrf4>

Preparatory Exercises:

1. Prepare a Short creative Script of your own.

SUGGESTED VIDEOS

<https://www.youtube.com/watch?v=4qZaDp2PwO8&t=2s>

<https://www.youtube.com/watch?v=plWGxQ73pKs&t=834s>

<https://www.youtube.com/watch?v=nBn1JdHwiIg&t=58s>

TASK:

Students can write and present their reviews and analyse the exercises given below.

1. Create a Vlog capturing events that happen in “One day/hour in your Life.”
2. Write a review on the vlogs created by your classmates.
3. Choose a Vlogging Channel and write a detail report on it.
4. Compare two different vlogs (different vlogging channels) belonging to the same genre. Review the advertising strategies used by both the vloggers to gain popularity and credibility.
5. Compare two or more vlogs posted at the same period of time and analyse the success rate of both vlogs – list down the reasons for their success or low rate/level of viewers.

READING:

Vocabulary:

New Words	Meaning
Cultural Relativism	ability to understand a culture on its own terms and not to make judgments using the standards of one's own culture
Ethnocentrism	evaluation of other cultures according to preconceptions originating in the standards and customs of one's own culture.
Acculturation	assimilation to a different culture, typically the dominant one
Assimilation	the process of taking in and fully understanding information or ideas.
Syncretism	the amalgamation or attempted amalgamation of different religions, cultures, or schools of thought.
Multiculturalism	the co-existence of diverse cultures, where culture includes racial, religious, or cultural

	groups and is manifested in customary behaviours, cultural assumptions and values, patterns of thinking, and communicative styles
Toponyms	the name of a place

Sample Web Page 1: https://researchguides.dartmouth.edu/human_geography

Sample Web Page 2: <https://geographyeducation.org/2020/04/06/geography-and-the-coronavirus/>

Sample Web Page 3: <https://geographyeducation.org/thematic/03-cultural-patterns-and-processes/>

Sample Web Page 1:

B. A SHORT DEFINITION FOR HUMAN GEOGRAPHY:

C.

Human geography is concerned with the study of the interrelationships between people, place, and environment, and how these vary spatially and temporally across and between locations, whereas physical geography concentrates on spatial and environmental processes that shape the natural world and tends to draw on the natural and physical sciences for its scientific underpinnings and methods of investigation. Human geography concentrates on the spatial organization and processes shaping the lives and activities of people, and their interactions with places and nature. Human geography is more allied with the social sciences and humanities, sharing their philosophical approaches and methods (see physical geography for a discussion on the relationship between human and physical geography; environmental geography).

Human geography consists of a number of sub-disciplinary fields that focus on different elements of human activity and organization, for example, cultural geography, economic geography, health geography, historical geography, political geography, population geography, rural geography, social geography, transport geography, and urban geography. What distinguishes human geography from other related disciplines, such as development, economics, politics, and sociology, is the application of a set of core geographical concepts to the phenomena under investigation, including space, place, scale, landscape, mobility, and nature. These concepts foreground the notion that the world operates spatially and temporally, and that

social relations do not operate independently of place and environment, but are thoroughly grounded in and through them.

With respect to methods, human geography uses the full sweep of quantitative and qualitative methods from across the social sciences and humanities, mindful of using them to provide a thorough geographic analysis. It also places emphasis on fieldwork and mapping (see cartography), and has made a number of contributions to developing new methods and techniques, notably in the areas of spatial analysis, spatial statistics, and GIScience.

The long-term development of human geography has progressed in tandem with that of the discipline more generally (see geography). Since the Quantitative Revolution in the 1950s and 1960s, the philosophy underpinning human geography research has diversified enormously. The 1970s saw the introduction of behavioural geography, radical geography, and humanistic geography. These were followed in the 1980s by a turn to political economy, the development of feminist geography, and the introduction of critical social theory underpinning the cultural turn. Together these approaches formed the basis for the growth of critical geography, and these served as the introduction of postmodern and post-structural thinking into the discipline in the 1990s. These various developments did not fully replace the theoretical approaches developed in earlier periods, but rather led to further diversification of geographic thought. For example, quantitative geography continues to be a vibrant area of geographical scholarship, especially through the growth of GIScience. The result is that geographical thinking is presently highly pluralist in nature, with no one approach dominating.

Sample Web Page 2:

The following concepts illustrate the relationship between Humans and Geography in the backdrop of COVID-19 outbreak.

MAPPING:

It helps to refer to the places where the corona virus infection has happened. Mapping of infected zones can be differentiated in different colours. Mapping is about denoting the pockets of the infection and it helps contain the infection and save lives.

ENVIRONMENT: There are a host of unintended consequences in natural systems, and when one part of the system, gets altered, there are some down-stream impacts. This article in the Atlantic discusses some of the environmental impacts of the mass shutdown of normal human activities (1-less pollution, 2-less seismic activity, 3-quiter urban environments).

DEVELOPMENT: The impacts of COVID-19 are clearly uneven; countries and cities that are the most globally connected might benefit usually economically from these connections, but are facing one of the times that this connectivity is a threat to the community. India, by and large through March 2020, managed to avoid making global headlines, but as the world's second largest population with some incredibly dense megacities, many are asking how the Coronavirus will impact India in the coming years.

URBANIZATION:

High density of population in larger cities is cited as a reason for the fast spread of COVID-19 infection. But at the same time small towns with lesser populations have also been hit hard by the infection. Nevertheless, largest cities of the world like London, Washington and Paris have been very severely affected by the corona virus, with many thousands in each city specified above losing their lives to the killer virus.

CULTURE:

Apart from seeing “wearing of masks” as health care parameter against COVID-19, it is also perceived as a cultural issue. There are certain social cultures which perceive wearing of masks as a taboo and which are totally uncomfortable with wearing of masks. People who belong to such cultures need to be educated about the importance of putting on masks.

DIFFUSION:

For the sake of research on COVID-19, its origin was examined and found out that it emanated from Wuhan in China. Too much concentration and emphasis on the place of origin of COVID-19 would lead to the alienation of a certain class of people. It also runs the risk of arousing racial feelings against them. It was fortunate that the place of origin of the virus was not

blown out of proportion. The slogan “stay home” and “stay safe” was popularized so widely that the population of the world began to adhere to it with a great sense of responsibility. As a result, humanity combated this virus with diligence and attempts to come out of it safely. When the battle against the virus is over, mankind will have become far more resolute and firmer than ever before.

Sample Web Page 3:

03-Cultural Patterns and Processes

THREE: CULTURAL PATTERNS & PROCESSES

3.1 Introduction to Culture

- Culture comprises the shared practices, technologies, attitudes, and behaviors transmitted by a society.
- Cultural traits include such things as food preferences, architecture, and land use.
- Cultural relativism and ethnocentrism are different attitudes toward cultural difference.

3.2 Cultural Landscapes

- Cultural landscapes are combinations of physical features, agricultural and industrial practices, religious and linguistic characteristics, evidence of sequent occupancy, and other expressions of culture including traditional and postmodern architecture and land-use patterns.
- Attitudes toward ethnicity and gender, including the role of women in the workforce; ethnic neighbourhoods; and indigenous communities and lands help shape the use of space in a given society.

3.3 Cultural Patterns

- Regional patterns of language, religion, and ethnicity contribute to a sense of place, enhance placemaking, and shape the global cultural landscape.
- Language, ethnicity, and religion are factors in creating centripetal and centrifugal forces.

3.4 Types of Diffusion

- Relocation and expansion—including contagious, hierarchical, and stimulus expansion—are types of diffusion.

3.5 Historical Causes of Diffusion

- Interactions between and among cultural traits and larger global forces can lead to new forms of cultural expression; for example, creolization and lingua franca.
- Colonialism, imperialism, and trade helped to shape patterns and practices of culture.

3.6 Contemporary Causes of Diffusion

- Cultural ideas and practices are socially constructed and change through both small-scale and large-scale processes such as urbanization and globalization. These processes come to bear on culture through media, technological change, politics, economics, and social relationships.
- Communication technologies, such as the internet and the time-space convergence, are reshaping and accelerating interactions among people; changing cultural practices, as in the increasing use of English and the loss of indigenous languages; and creating cultural convergence and divergence.

3.7 Diffusion of Religion and Language

- Language families, languages, dialects, world religions, ethnic cultures, and gender roles diffuse from cultural hearths.

- Diffusion of language families, including Indo-European, and religious patterns and distributions can be visually represented on maps, in charts and toponyms, and in other representations.
- Religions have distinct places of origin from which they diffused to other locations through different processes. Practices and belief systems impacted how widespread the religion diffused.
- Universalizing religion, including Christianity, Islam, Buddhism, and Sikhism, takes place through expansion and relocation diffusion.
- Ethnic religions, including Hinduism and Judaism, are generally found near the hearth or spread through relocation diffusion.

3.8 Effects of Diffusion

- Acculturation, assimilation, syncretism, and multiculturalism are effects of the diffusion of culture.

TASKS:

Divide the Class into groups or pairs. Allot a topic (Choose important terms or geographical terminologies from the above given samples) or ask the students to choose a topic of their choice. Students should write short notes on the terms in a paragraph or two together as group – makes notes (note-making format) first compiling the points given by each and every team member and write short notes based on the notes. Each team should read out their content and should present a minimum of five words on how to pronounce them.

Vocabulary:

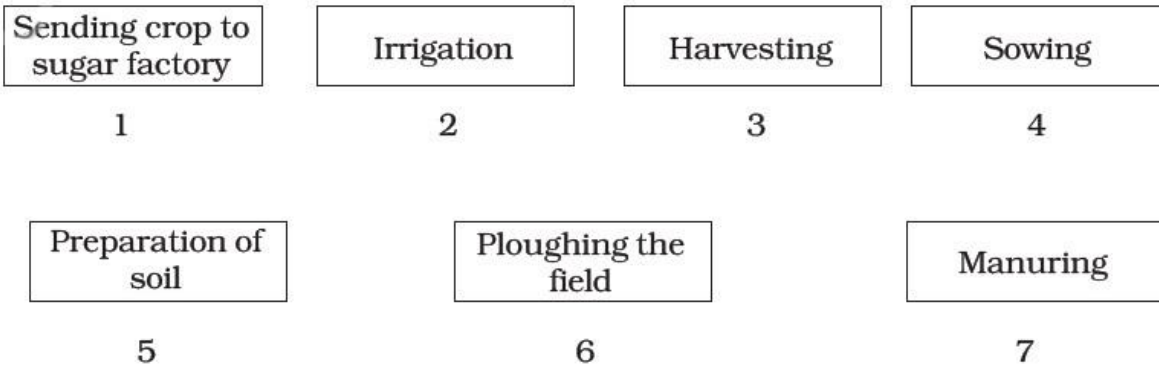
1. List down the **synonyms**

1. Hierarchical
2. Stimulus
3. Contagious
4. Accelerate
5. Diffusion

6. Relocation
7. Hearths
8. Convergence
9. Divergenc
10. Indigenous

2. Pick out words as examples for **prefix and suffix** from the above samples.

3. Arrange the following production of Sugarcane crops in order.



Reading Comprehension:

Read the passage given below and answer the questions following it:

Digital Competence for Academic and Professional Life

Introduction:

Technology oriented/based skills are one of the most requisite qualifications for any job opportunity. The contemporary life conditions with its tremendous technological development have made it impossible for any graduates or job seekers to overlook the need for digital competence skills. Job aspirants are expected to stay abreast of latest technological developments. They cannot afford to be out dated or lag behind as regards advancements in the domain of technology.

Origin and Definition of Digital Competence:

The term “Digital” refers to the numerical data or information feed and stored in Digital or data processing machines especially computers. Liisa Illomaki, Anna Kantosalo and Minna Lakkala in their essay “What is digital competence?” have cited an “OECD project’s definition of Digital Competence that “A Competency is more than just knowledge and skills. It involves the ability to meet complex demands, by drawing on and mobilizing psychosocial resources

(including skills and attitudes) in a particular context.” (OECD, 2005, p.4). Digital Competence requires a confident, critical, logical, efficient, and effective use of electronic media for personal, professional, academic, social purposes. It also includes an individual’s ability to collect and assess information, retrieve and interpret it to either produce or reproduce information by presenting it effectively to share, exchange and communicate the information or data through digital platform. Liisa Illomaki, et.al also state that there are various synonyms like “Technology Skills, Information Technology Skills, 21st Century Skills, Information Literacy, Digital literacy, etc.,” which are attributed to the term “Digital Competence” and the existence of these allied terms strongly emphasise on the inevitable nature of technology is to change. Hence, these interrelated concepts are susceptible to constant transformation depending on the changing needs of the society especially in terms of “the practices and the necessary competences.” In short, each and every revolution in technology coincides and is influenced by the ever-growing demands socio-economic-political changes.

Attributes of Digital Competence:

It is an all-exclusive term which is not restricted to acquiring IT skills and Knowledge but also involves “social and emotional aspects” for comprehending and utilising the “digital device” in an effective way. Dr.Riina Vuorikari in her essay on “Becoming digitally competent: A task for the 21st – century citizen” mentions the five attributes of “digital savvy,” as stated by The European Digital Competence Framework for Citizens (DIGCOMP) that is, “Information Processing, Communication, Content Creation, Safety and Problem Solving.” She also claims that digital competence becomes “transversal competence” where it enhances an individual’s “skills in Communication, language, Mathematics and Science.”

MS Office:

Among many other Applications and Software, it is MS Office skills which are considered basic and fundamental skill and knowledge that has become a necessity and essential requirement for any job specifications. The website titled goskills.com claims that Microsoft Office is a set of applications used for any Office work. Microsoft Office involves applications like Word (creates text files), Excel (creates financial spreadsheets), PowerPoint (creates presentation), OneNote (organises notes), Outlook (program for email and scheduling), Access (database program), Publisher (desktop publishing) and SharePoint (creates websites). An

individual who is an expert in MS Office would gain better job opportunity, productivity, and gain universal affinity whereby it is not restricted to a specific job orientation but can be utilised in any job specialisation.

Use of MS Office by Sociologist at Workplace:

For Example, according to the article on “Computer Applications in Sociology” published in the website on *Encyclopedia of Sociology*, Sociologists use MS Office Software (Word) mainly for “Writing and Publishing” research documents. They use it to prepare Charts, graphs, tables, “typesetting” numerical data or “mathematical equations,” designing or “resizing Objects.” Apart from using Word Processing for writing and publishing scholarly papers and books it also helps to enhance and improve tools associated with gathering information (data collection) specifically “Questionnaires and codebooks, which allows for rapid production of alternative forms and multiple drafts.” In the recent years, MS Word or word processors are upgraded to the extent that documentation has become a very easy process in form of HTML (Hypertext Markup Language) which is easily available online and can be installed as a separate Website. HTML consists of hypertext links which instantly connects us to various types of materials and information available around the global “in a single click” and this happens to be one of the most innovative methods of publishing online.

Any scholarly article or paper in Sociology can be scanned and converted to other forms of text like Optical Character Recognition (OCR). OCR enhances the quality of writing and publishing whereby it will comparatively reduce the possibilities for errors or mistakes in texts or document with constant upgradation in future. Voice recognition software “automatically” records formal interviews, transcriptions (dictations), and notes documented in field works “into computer text files.” The translation software records the vocalised sounds and translates it to another language as required by the sociologist (user).

Conclusion

Thus, the article on “Computer Applications in Sociology” claims that apart from using MS Office for writing and publishing, Sociologists have developed and used computer software over the years for various other purposes starting with “communicating electronically (E-mail); for “Statistical Computing and Data Analysis; Accessing, Retrieving and Managing Data; Computer; Computer based Content Analysis, Computer based Simulation Models (which

includes computer supported models for social process), Computer consisted data collection, Visualization and Graphics and for Teaching and Learning.”

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“What is Digital Competence?” *IGI Global: Publisher of Timely Knowledge*.<https://www.igi-global.com/dictionary/teaching-digital-competence-and-scholarly-communication/7585>

Bartlett, Beth. “What are MS Office Skills?” <https://smallbusiness.chron.com/ms-office-skills-52465.html>

“Digital Competence: The Vital 21st Century Skill for Teachers and Students.” *School Education Gateway: Europe’s Online Platform for School Education*. 17 Jan. 2020. <https://www.schooleducationgateway.eu/en/pub/resources/tutorials/digital-competence-the-vital.htm#:~:text=Digital%20competence%20is%20essential%20for,how%20to%20help%20develop%20it>.

Illomaki, Liisa, Anna Kantosalo and Minna Lakkala. “What is digital competence?” *In Linked Portal*. Brussels: European Schoolnet. <http://linked.eun.org/web/guest/in-depth3>

Exercises:

I. Answer the following questions in a sentence or two:

1. Define the term “Digital.”
2. What is Competence?
3. Define Digital Competence.
4. List down the synonyms or concepts associated with the term Digital Competence.
5. Difference between Digital Competence and Skills.
6. What is MS Office and how is it used?
7. What are benefits gained by any individual through their expertise in MS Office?
8. How is MS Office applied by Sociologist at workplace?
9. What are the other related softwares used with MS Office?
10. What are the other purposes for which Sociologist use Computer applications?

II. Based on your reading of the text given above, state whether the following statements are true or false.

- a) The present day job seekers cannot afford to be computer illiterates.
- b) Knowledge of MS office is expected from job aspirants as a basic qualification.
- c) There are many synonyms like “Information Literacy” “Digital Literacy” Information Technology Skills” etc., for Digital competence.
- d) MS office is not used for writing and publishing

Match the Following:

- | | |
|---------------|--------------------------------------|
| 1. Word | (a) desktop publishing |
| 2. Excel | (b) organises notes |
| 3. PowerPoint | (c) creates websites |
| 4. OneNote | (d) creates financial spreadsheets |
| 5. Outlook | (e) creates text files |
| 6. Access | (f) program for email and scheduling |
| 7. Publisher | (g) creates presentation |
| 8. SharePoint | (h) database program |

Writing:

What is a Web Page?

Web pages involve feeding, loading and updating data or substantial materials as a document or text in a Web site. A website usually contains more web pages which are designed using HTML coding.

The Website titled Technopedia defines Web Page as a text or “document” available in World Wide Web which is often recognised through a URL (Unique Uniform Resource Locator). A Website consists of or is made up of many web pages. A Web Browser in a computer or a laptop is used to create a web page. Other tools or features available in the web page are “Style Sheets, Scripts and Images for Presentation.” Hypertext links are available to direct, go (navigate) to other Web Pages.

Technopedia briefs that “A Web page is a representation of a document that is actually located at a remote site. The information on a Web page is displayed online with the help of a Web browser such as Internet Explorer, Mozilla Firefox or Google Chrome. The Web browser is connected to the Web server, where the website’s contents are hosted through HTTP. Every Web page corresponds to various types of information presented to the visitor in a visual and readable manner.”

The Purpose of creating a Web Page:

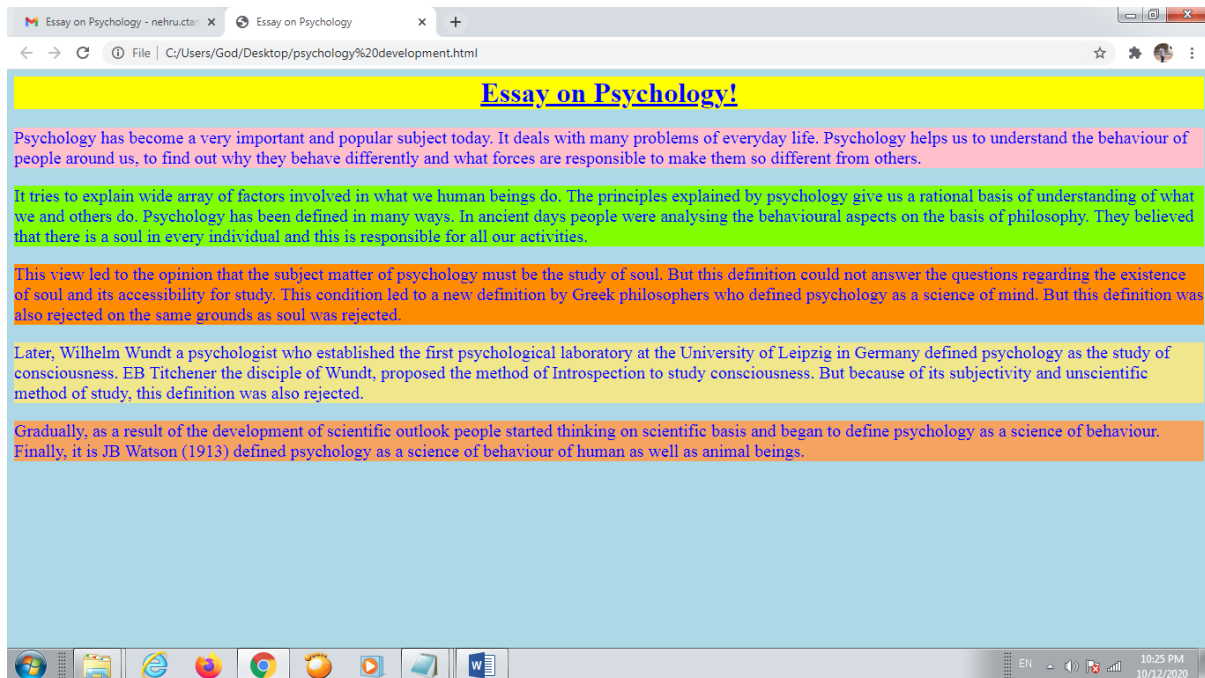
A Web Page is usually designed to present and furnish data to the audience or viewers which consists of images or video content used to elaborate or explain a central idea or concept. It is also utilised as a means to promote a product or services to the audience.

Basic HTML Coding:

Any HTML document begins with the tag <html>. Each and every tag is placed between the greater and the lesser sign or symbol <>. Each tag consists of an Opening and Closing tag eg. <html> and </html>. The closing tag </html> wraps all the other tags in a text or document. Each Document/text consists of two segments which is the HEAD and BODY. The Head segment is used to highlight the title of the web page which will be displayed in the title bar of

Basic Tags/template to create any HTML document:

Example for including Paragraph or essay in Web Page



Codes in notepad

```
<html>
<head>
<title> Essay on Psychology</title>
</head>
<body bgcolor="lightblue" text="blue">
<h1style="background-color:yellow;"><center><u>Essay on psychology!</u></center></h1>
<p style="background-color:pink; font-size:20px">Psychology has become a very important and
popular subject today. It deals with many problems of everyday life. Psychology helps us to
understand the behaviour of people around us, to find out why they behave differently and what
forces are responsible to make them so different from others.</p>
<p style="background-color:chartreuse; font-size:20px">It tries to explain wide array of factors
involved in what we human beings do. The principles explained by psychology give us a rational
basis of understanding of what we and others do. Psychology has been defined in many ways. In
ancient days people were analysing the behavioural aspects on the basis of philosophy. They
believed that there is a soul in every individual and this is responsible for all our activities.</p>
<p style="background-color:darkorange; font-size:20px">This view led to the opinion that the
subject matter of psychology must be the study of soul. But this definition could not answer the
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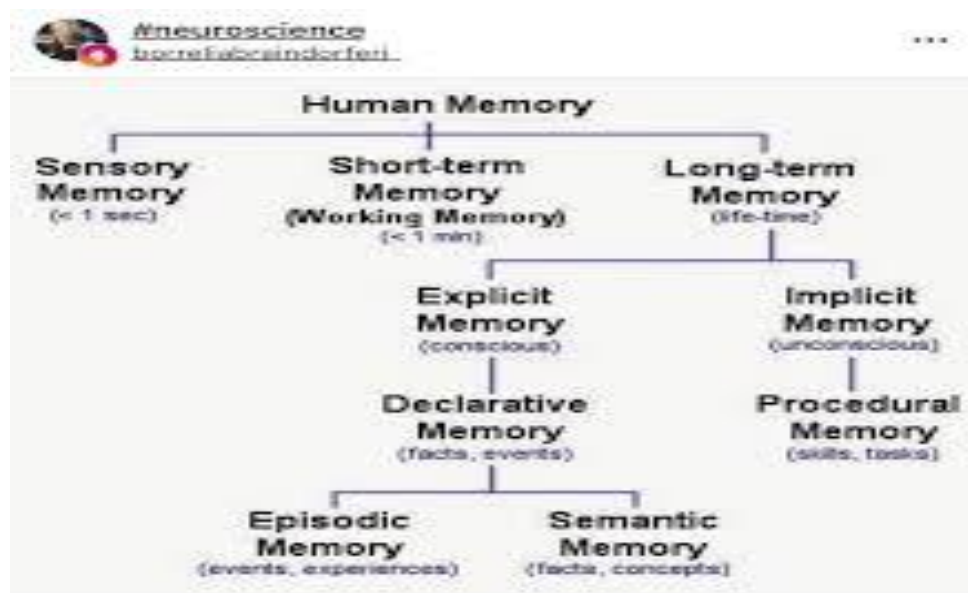
questions regarding the existence of soul and its accessibility for study. This condition led to a new definition by Greek philosophers who defined psychology as a science of mind. But this definition was also rejected on the same grounds as soul was rejected.

Later, Wilhelm Wundt a psychologist who established the first psychological laboratory at the University of Leipzig in Germany defined psychology as the study of consciousness. EB Titchener the disciple of Wundt, proposed the method of Introspection to study consciousness. But because of its subjectivity and unscientific method of study, this definition was also rejected.

Gradually, as a result of the development of scientific outlook people started thinking on scientific basis and began to define psychology as a science of behaviour. Finally, it is JB Watson (1913) defined psychology as a science of behaviour of human as well as animal beings.

Exercises:

1. Design a Web Page related to any topic of your choice pertaining to your subject area.
2. Describe the following in a paragraph or two.



<https://in.pinterest.com/pin/608197124663251502/>

3. Write a set of **instructions** to be followed by a psychologist

(a) to identify the symptoms for depression

OR

(b) the treatment for depression

4. Write an **Essay** on the causes and effects of stress on the body/ the impact of stress on body/health. Make **Notes (note-making)** based on the essay that you have written. Finally, create a **Mind Map** out of the **Essay and Notes (note-making)** that you have prepared.

5. Write a set of **recommendations** for patients (a) on how to reduce Anxiety OR (b) on how to control eating disorders.

Unit 4

Creativity and Imagination

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. <https://www.youtube.com/watch?v=tpvicScuDy0>)

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating webpages, blogs, flyers and brochures (subject based)
- Poster making – writing slogans/captions(subject based)

UNIT4. 1. Creativity and Imagination

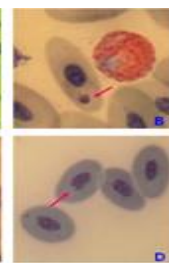
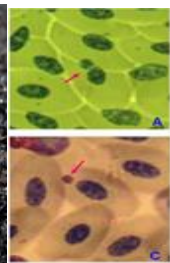
Academic listening

Task : In pairs, discuss your responses to the following questions.

1. How do microbes benefit the environment?
2. Do you think we can live without microbes?
3. Imagine what would happen if all microbes were destroyed from the environment?

I. Pre-listening Task:

Associate your ideas with the word 'micro' along with the pictures given below and list it in the blanks given:



1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

While Listening:

What is academic listening?

Academic listening is a special kind of listening skill, which helps the learner to encounter, understand, learn, discuss, and remember new ideas. Academic listening consists of content with different forms of multimedia like audio tracks, video clips, web pages and



activities like tasks, games, experiments, surveys in order to make listening more engaging and more motivating for the students in an integrated manner with elaborated style of thinking.

II. Activity: Listen to this academic video prepared by EMRC:

<https://www.youtube.com/watch?v=XIOHEumNf4U>

Post Listening Task 1: Recall the information presented in the video.

III. Task 2: State whether the statements are true or false from the above listened video clip.

1. Microbes are not present on the surface of our body, inside of a body, in the food we eat, in the water we drink and the air we breathe.
2. Microbes used food and fermentation industries.
3. Immunology is the study of nervous system
4. Growing of animal cells on artificial medium in a controlled environment is done to understand the functioning of cells.
5. Microbiology does not touch our lives in all dimensions.

4. 2. Speaking: Making oral presentations through short films



In this globalized world, every profession is involved in some aspects of communication which usually involve gathering, analysing, and distributing scientific and/or technical information efficiently and accurately for specific audiences. Making oral presentations through short films links all four aspects of communicative skills (LSRW). Short films act like a bridge between language study and language use. It demonstrates one's potential to communicate through real-world experience between the audience and the presenter. It helps to build creativity, critical thinking and teach life-long skills both personally and professionally.

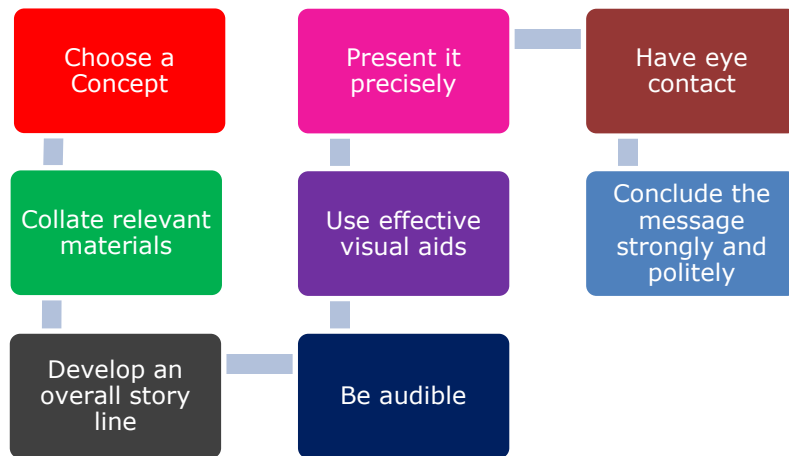
What is a short film?

A short film is any motion picture that runs from fifteen seconds to forty five minutes in length. It expresses a single concept with unique ending.

Basic instructional design for oral presentation through short films:

- **Plan**—Plan the topic with important events with focus to your presentation. An oral presentation should never be a monologue, but an active dialogue in verbal communication. First greet the audience and introduce yourself. Explain the purpose of your talk. Start by introducing the topic. Outline the main points. State your purpose and announce the outline of your presentation in very simple and precise language.
- **Structure** – The information in the body needs to be well-structured. State main ideas clearly. Use visual aids to engage the interest of your audience. It could be in chronological order, theme or order of importance.
- **Prepare**—The first thing to be done when preparing a spoken presentation is to identify the audience as precisely as possible. Prepare the oral presentations with key points within time limit. The presentation can have one of these aims: to inform, to persuade, to teach.
- **Present** - Shape the presentation by organizing and selecting the arguments or pieces of information within the time allotted. Introduce appropriate visual aids to impose its effect on the audience. During the presentation a presenter need to face the audience - maintain eye contact with the audience as much as possible. Use natural hand gestures, look presentable and speak in a clear and audible voice.
- **End** - Prepare a closing summary with main points and give a strong concluding remark that reinforces why your information is of value. It reaffirms the connection between the audience and the material presented. Invite questions from the audience at the conclusion of your presentation. Respond to questions politely and briefly.

PROCESS RECAP



Activity:

Watch BABY –An Experimental Short Film about the beginning of life

<https://www.youtube.com/watch?v=eYSu2ochlE4>

Task 1:

- Discuss in pairs about how did the film make you feel?
- What aspect of the film did you most engage with?
- What will you remember?
- What does it make you think about?
- Would you watch it again? Why/why not?
- How would a second viewing be different?
- What would you focus on?
- How would different people view this film differently (dependent on gender, age, ethnic background, worldview, etc)?

Task 2

Prepare a power point presentation with inclusion of pictures and videos of about 5-8 minutes of your own interest based on your subject.

IV. Source: <https://www.youtube.com/watch?v=seYsj94RQg> (A video on how to record a PowerPoint Presentation with Voice-Over Narration and Saving it as a Movie File)

UNIT 4. 3 - Creativity and Imagination

Introduction:

Creativity surrounds us and expresses itself in the form of innovative ideas in our everyday life. It is a skill that can be practiced daily to solve life's problems as well as discover its opportunities. In fact, it is the ability to apply reason and logic to new or unfamiliar ideas, opinion or situations.

Creativity Defined:

There is a common misconception that creativity belongs to a few gifted individuals, or it pertains to the field of arts. As a result, many who do not consider themselves as the artistic type neglect the development of their creative skills. Let's look at what defines creativity. To be creative means turning new and imaginative ideas into reality. The Dictionary defines creativity as 'the ability to transcend traditional ideas, rules, patterns, relationships, or the like, and to create meaningful new ideas, forms, methods and originality' It is also defined as 'progress, or imagination'. As a matter of fact, creativity is characterized by the ability to see the world in new ways, to make connections between seemingly unrelated phenomena and to generate solutions.

As we have seen earlier, creativity should not be tied to a specific discipline or a craft, it is indispensable everywhere. It is pertinent in arts, entertainment, business, mathematics, engineering, medicine, social sciences, and physical sciences and is the cornerstone of civilization.

Reflections on Creativity:

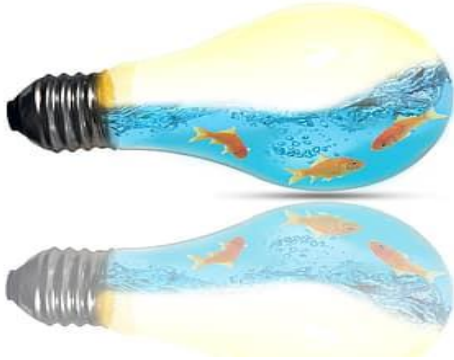
It is important to define creativity because it can mean different things to different people. If you refer to the thesaurus, you will find the following synonyms for the word 'creativity':

Cleverness	imagination	imaginativeness	ingenuity	inspiration
genius	inventiveness	originality	resourcefulness	talent vision

The word 'creative' is associated with being

inventive	imaginative	innovative	original	artistic	expressive
inspired	visionary	productive		prolific	talented
gifted	resourceful	quick-witted	ingenious		clever
smart	unconventional	unorthodox	a genius		

Difference between Creativity and Imagination:



Have you ever wondered how creativity manifests itself? Do you know how the inventions come into existence? What is the basis for creative thinking? **Creativity** relies on imagination, the conscious representation of what is not immediately present to the senses. Remember your imagination is not only an artistic influence but can inspire you as a person or others to add development to your lifestyle, business or work ethic. While **imagination** is the process of seeing the world in new ways and finding the hidden patterns. Creativity helps in converting your new and imaginative ideas into reality. People who believe in imagination cross the boundary of “usual” and “normal” are able to think outside the box. More importantly, if you have ideas, but don’t act on them, you are only imaginative but not creative.

Students of science classes usually get the idea that involve careful observation and analysis of data to test hypotheses. One thing that remains shrouded in mystery, is how scientists decide on the particular question and give an exact answer? You might be surprised to know that they involve in creativity and come out with logical reasoning.

The natural world is highly complex, and really big. Interesting scientific problems (like curing cancer) are usually too difficult to solve directly. The art of being a scientist involves continually re-imagining these big problems, mentally breaking them down into smaller, solvable parts, and then speculating about which of these smaller parts might be key to cracking open the whole subject. In other words, a scientist must imagine, in advance, possible outcomes from different observations, and design a research study that might help to decide between different hypotheses.

How is creativity possible in science?

Logical thinking is always a part of the creative process in any field, from art to science to business. Creativity is not only the ability to come up with new ideas, but also narrowing down those new ideas to focus on one that can be elaborated. Creative people in any field come up with new ways of looking at the world. They constantly ask, "What if...?" But it doesn't stop

there. After a creative person asks "What if...?" they then go on to logically think through the consequences.

Science is creative in much the same way as art, music, or literature are creative. In Science discipline, individuals have to use their imagination to come up with explanations. The explanations should be well informed. They must not be mere guesses. As Peter Medawar explained, "Scientists are building explanatory structures, *telling stories* which are scrupulously (carefully) tested to see if they are stories about real life" (Medawar, 1984, p. 133, emphasis in original). By "telling stories," Medawar does not mean that scientists' are just making things up out of nothing. He means that scientists' piece together bits of information in a way that makes sense, the way writer's piece together characters and events. But a scientist's job doesn't end there. The story they've told is rigorously tested to see if it makes sense in the context of real life.

Conclusion:

Success in science requires a creative mind. Some of the most important questions in science are either too large or too complex to answer directly. So scientists break them down into smaller, solvable questions. Scientists use creativity to determine which questions are likely to yield results or and which will not. They imagine possible answers to their questions, and devise ways to test those answers. To be creative, science students should be curious to know what will happen next through their creativity and imagination through experiments, show interest in their observation and finally try to bring their creative brilliance in reality .

Suggested Reading

1. Bono, Edward de. 1990. *Lateral Thinking: A Textbook of Creativity*. London: Penguin Books.
2. Hussain, S. 1988. *Creativity, Concept and Findings*. Patna: Motilal Banarasi Dass.
3. Clear, James. Creativity: How to Unlock Your Hidden Creative Genius. <https://jamesclear.com/creativity>
4. Medawar, P. B. (1984). *Pluto's republic: Incorporating the art of the soluble and induction and intuition in scientific thought*. Oxford: Oxford University Press.

Task 1: Answer ALL the questions:

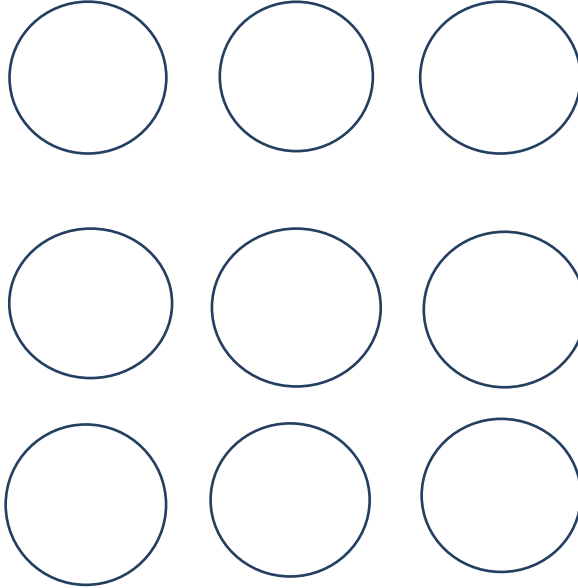
1. Explain the difference between creativity and imagination.
2. How do scientists find solutions with logical reasoning?
3. Why creativity and imagination is important for science students?
4. What is Medawar's explanation on "telling stories"?

5. Creative people in any field come up with new ways of looking at the world. Explain.

Task 2: Complete the incomplete circles using your creativity and imagination. First circle has been done for you:



by Liam Ashurst



Task 3: Read on how Rene Theophile Hyacinthe Laënnec invented the stethoscope.

UNIT 4 – 4.Script Writing



Source: <https://www.masterclass.com/articles/how-to-write-a-film-treatment-in-6-steps>

A short film is just a short movie with a clear, compelling story. It is an excellent fun side-project for the beginners. A short film can be live-action, animated, or computer generated. Like feature films, short films tell closed-ended stories with a distinct beginning, middle, and end. The best short films have a clear focus and are economical with their storytelling, utilizing only one or two locations and few characters.

Scientific Script Writing for short films:

1. Brainstorm. Jumpstart your creativity remembering any images or events from your childhood. Fix the genre or the style that you want to write. Once, the idea is fixed write down whatever comes to your mind.

2. Research – It is the vital aspect for Sciencebased genre. The film maker has to research the fact in order to give accurate data for the audience.

3. Outline -Begin to outline the idea for the film. Like feature films, short films too have a beginning, middle, and end. This brings the overall structure of the film.

4. Write your first draft - Now that you know the shape of your story, start writing the first draft of your short film script with screenplay structure.

5. Rewrite the script- When you start writing the second draft, you might find to restart the process and create a new outline. Once the story is solid, start refining the dialogue for the scenes.

6. A picture is worth a thousand words - As you write, think creative images and captions. Science offers beautiful and unusual images that can help readers visualise what you are writing about. Spend time on catchy and informative captions — they are indispensable entry points into your story.

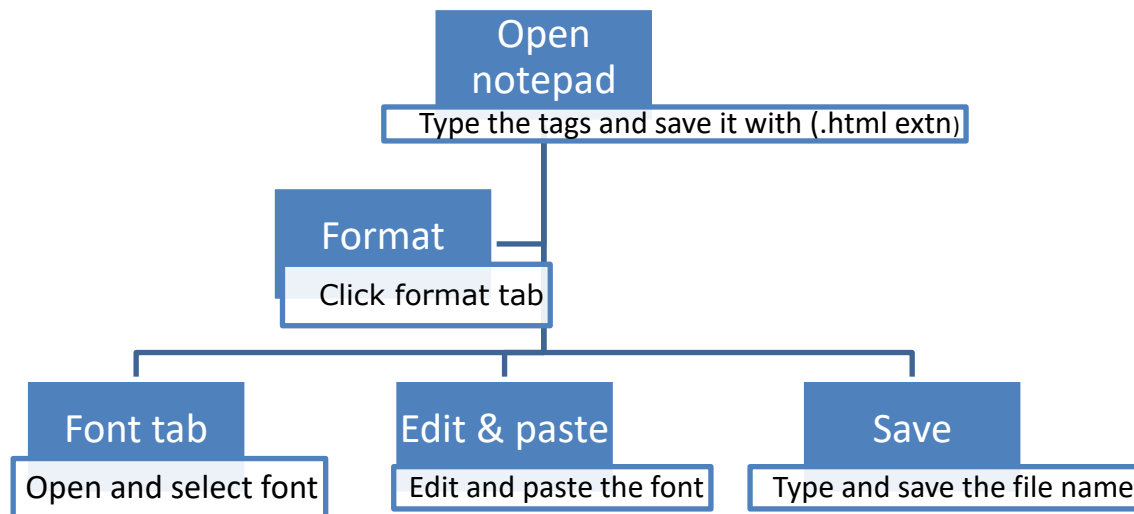
V. Task 1: Watch the video Science and Storytelling | Lucy Hawking | TEDxSalford <https://www.youtube.com/watch?v=E7K-qlQVpgE>

What is a web page?

A **web page** (or **webpage**) is a specific collection of information written in HTML (hypertext markup language) and are translated by your Web browser. Web pages can either be static or dynamic. Static pages show the same content each time they are viewed. Dynamic pages have content that can change each time they are accessed. Each web page is identified by a distinct Uniform Resource Locator (URL).

Please note: Webpage is from Website. A Website is a collection of pages. A Webpage is an individual HTML document.

How to create a web page?



Source: https://www.youtube.com/watch?v=ejdY-ef_Yf0

Activity: Design a webpage on your own with creative titles.

Task 1: Creative people look at things differently. Write a script based on extinct species.

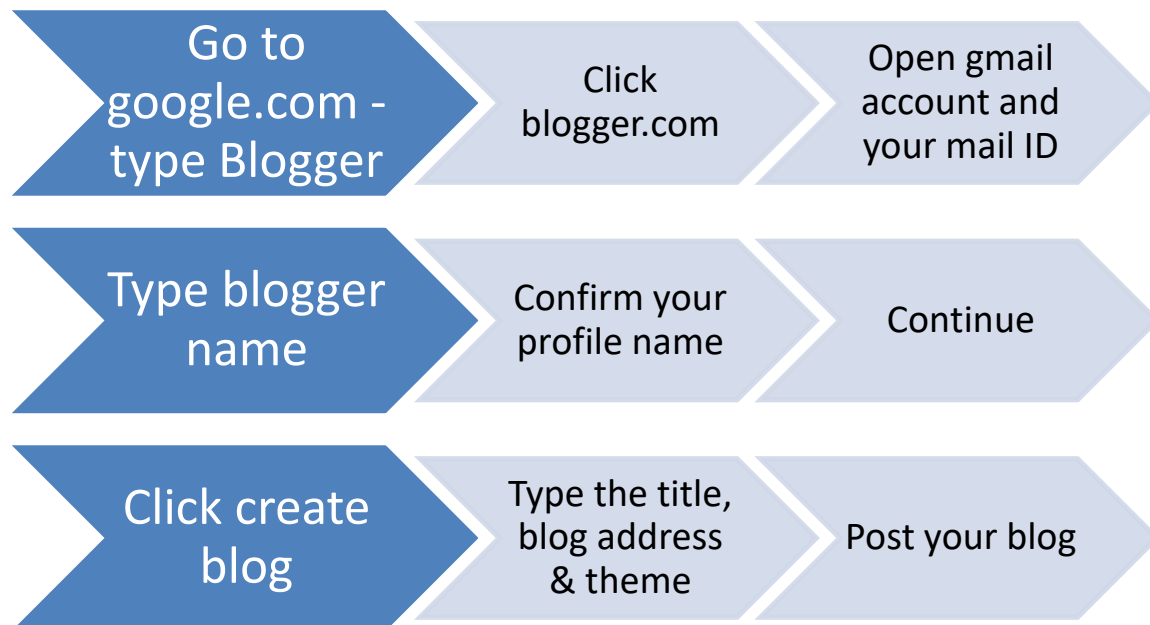
Blogs:

A blog, an online journal in which you share your thoughts about a particular subject with readers.

How to start writing science blogs?

- Exactly what is it that you have found out?
- What methods have you used?
- Why is this research important, and why should my target audience be interested?
- What environmental benefits might this research bring?
- Will this research lead to more sustainable technology?
- Will it lead to less expensive and/or safer technology?
- What is your or your group's contribution to this field internationally?
- What is needed for this technology to be applied/commercialised?
- Is this project relevant to others in the industry? Will it enable us to attract new clients and win new projects?

How to create a blog?



Source: <https://www.youtube.com/watch?v=X2-v-NnZrVE>

Activity: Create, write and post your desired topics in your blog.

Task 2: Write about the importance blog creation and its uses.

What is a Flyer?

A **Flyer** is usually a single, unfolded printed sheet that is **used to** draw attention to an event, service, product or idea. A **flyer** usually contains a very simple message that can be conveyed quickly.



<https://www.postermywall.com/index.php/posters/search?s=science%20fair%20flyer>

How to make flyers?

1. Include the basics

Make sure your flyer states the who, what, where, and when of what you're trying to communicate.

2. Go for eye-catching imagery

Flyer design is important, and images speak for themselves and can go a long way to communicating tone and feel. You can use your own imagery or choose from thousands of royalty-free photos we provide for you

3. Keep it brief

When it comes to text, less is more. Be brief. Be concise. Be powerful with your words. Choose your words carefully and make each one count.

4. Take theme into account

Think about what feeling you want to evoke with your flyer. Be mindful of the thematic elements of what you're trying to promote. The images, colours, text you use in your flyer should be theme-appropriate.

5. Let readers know what to do next

Include links, contact information, or a strong call-to-action to let readers know how to learn more.

Source: <https://www.youtube.com/watch?v=dGqpurkz3w>

Task 3: Make a flyer for science exhibition to be conducted in your department.

Brochure:

A Brochure is a single foldable sheet used by marketers to highlight a product, company or service. They are one of the most common and effective tools used by businesses and organizations for relaying

information or announcements to a wide audience. Brochures are distributed in many different ways: as newspaper inserts, handed out personally, by mail or placed in brochure racks in high traffic locations especially in tourist places.



Source: <https://in.pinterest.com/pin/448811919100082233/>

How to make a brochure?

Write concisely. Your brochure should focus on one product or service. A trifold brochure only has space for about 350-450 words, so keep words, sentences and paragraphs short. Include only the most relevant information, leaving some white space and images.

Science Brochures:

While making science brochure design, follow three elements:

1. Target audience / people. Be clear for whom you are creating a brochure. Think about marketing concept, what makes an ordinary people while reading your scientific articles. To test, whether you understand your client's needs, ask yourself a simple question: "For what a person really ready to pay money?".
2. USP (unique selling proposition). You must clearly understand your positioning, how to differ from competitors. It should be something that distinguishes you from rivals for the better.
3. Target action. The target action is what the user must do after reading. If you don't offer people any action, the customer could close your science brochure design ideas and leave it.

This is what your brochure for science should convey.

Source: <https://www.youtube.com/watch?v=Gjev8RkqO1k>

Task 4: Design a brochure for your science lab.

POSTER

Poster is another visual to reach the people with specific message. Posters are usually displayed at a height that makes it visible to viewers. So, content and structure are important in a poster.



Source: <https://www.amazon.in/Tamatina-Health-Posters-Coronavirus-Precautions/dp/B085ZZQRJJ>

Instructions to create a poster.

- Decide on the size of the poster
- Make sure it is readable from a distance.
- Create Some Contrast.
- Consider the location of display.
- Let the image be large and catchy.
- Make good use of space in the poster.

Source: https://www.youtube.com/watch?v=AwMFhyH7_5g

Task 5: Design a poster with effective slogans on the importance of cleanliness

Professional English – Life Science – Teachers manual

UNIT – 4 - 1. Academic Listening

II. Pre-listening Task:

Associate your ideas with the word ‘micro’ along with the pictures given below and list it in the blanks given:

1. Microscope
2. Microbes (different types)
3. Microinjection
4. Microflora
5. Microfauna
6. Micronuclei

Post Listening Task 1: Recall the information presented in the video.

Ask the students to recall the information that they saw in the video.

VI. Task 2: State whether statements are true or false from the above listened video clip.

1. False
2. True
3. False
4. True
5. False.

4.2. Speaking: Making oral presentations through short films

Task 1:

- **Discuss in pairs about how did the film make you feel?**
- **What aspect of the film did you most engage with?**
- **What will you remember?**
- **What does it make you think about?**
- **Would you watch it again? Why/why not?**
- **How would a second viewing be different?**
- **What would you focus on?**
- **How would different people view this film differently (dependent on gender, age, ethnic background, worldview, etc)?**

Encourage and provoke the students to speak about their thoughts through above mentioned questions.

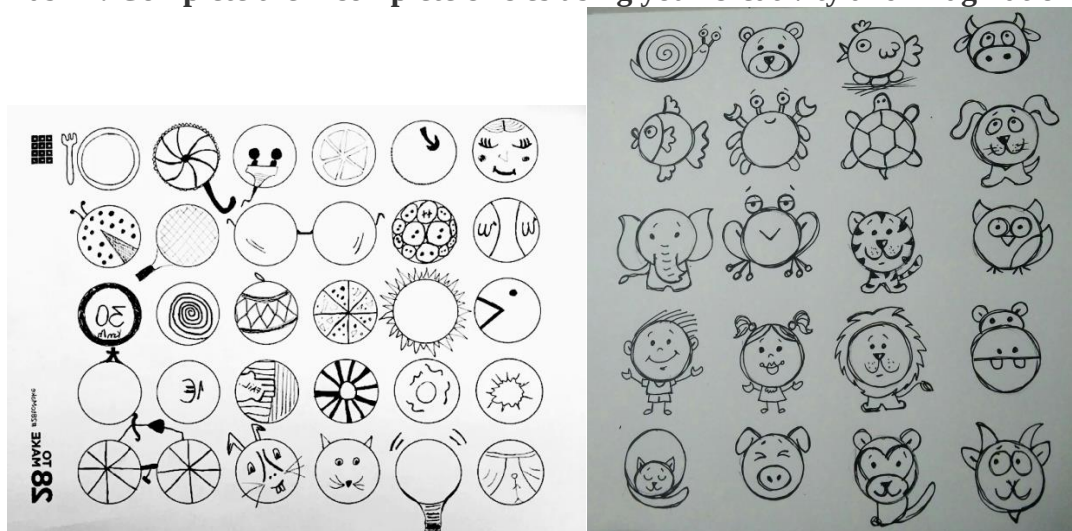
Prepare a power point presentation with inclusion of pictures and videos of about 5-8 minutes of your own interest based on your subject.

Ask the students to follow these steps to prepare the task 2.

Source: <https://www.youtube.com/watch?v=selysj94RQg> (Recording a PowerPoint Presentation with Voice-Over Narration and Saving it as a Movie File)

UNIT 4. 3 - Creativity and Imagination

Task 1: Complete the incomplete circles using your creativity and imagination:



Task 2: Task 1: Answer ALL the questions:

6. Explain the difference between creativity and imagination.
7. How do scientists find solutions with logical reasoning?
8. Why creativity and imagination is important for science students?
9. What is Medawar's explanation on "telling stories"?
10. Creative people in any field come up with new ways of looking at the world. Explain.

Task 3: Read on how Rene Theophile Hyacinthe Laënnec invented the stethoscope.

Suggest some more names of the scientists, related to your subject to your students.

UNIT 4 – 4.Script Writing

Task 1: Creative people look at things differently. Write a script based on extinct species

Kindle the interest of the students to write on their own, imagining themselves as a scientist.

Task 2: Write about the importance blog creation and its uses.

Task 3: Make a flyer for the conference to be conducted in your department.

Task 4: Design a brochure for your science lab.

Task 5: Design a poster with effective slogans on the importance of cleanliness

Unit 5

Workplace Communication& Basics of Academic Writing

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.

Writing an introduction, paraphrasing

Punctuation(period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

UNIT-5

Listening

Preparatory Activity I

Listen to the teacher who reads out the mock interview carefully and note down a few key words



<https://www.thebalancecareers.com/job-interview-questions-and-answers-2061204>

Listening to Interviews

A carefully structured interview is purposed to select applicants who may be predicted to be the best assets for the growth of an organization. This is what makes an interview vital. In addition to gaining basic information about the prospective employee it also is the platform to decide whether the candidate can be considered for further processing.

Types of Interview

There are several types of interview;

1. Unstructured (Nondirective) Interview.
2. Structured (Directive) Interview.
3. Situational Interview.
4. Behavioural Interview.
5. Job-related Interview.
6. Stress Interview.
7. Panel Interview (Board Interview).
8. One-On-One Interview.
9. Mass Interview (Group Interview),
10. Phone Interview

Unstructured (Nondirective) Interview

In unstructured interviews, there is generally no set format to follow which means that the interview can take various directions. Here there is a scope for the interviewer to ask questions beyond the focus areas allowing the space to build on the answers. Probing and open-ended questions are asked, and the questions may be customized based on the candidate's responses.

Structured (Directive) Interview

In a structured interview, the questions are decided beforehand and marks are allotted for the acceptable responses. These questions are mostly job related and will be the same for all the participants.

Model Interview Pertaining to World Economy

1. Can you mention some global trends which will shape the economy of the world in the next five years?

The answer should analyse the link between global trends and economic impact which requires the candidate's critical thinking skills. Contemporary examples may be drawn from politics, energy, or technology.

2. How can economic data be communicated effectively??

For this question, the data should be visualized in the form of a pie chart or a bar diagram or a graph. This kind of visualization will be the best way to communicate data to the listener.

3. What is the most important quality that an economist must have according to you?

Since the economist should be able to express theoretical ideas in a way that it is practically relevant, the ability to convert complex ideas into simpler forms is an important skill.

4. Do you have the habit of reading? How often do you read? What is the book that you are at present engaged in?

You must be prepared to take on a question such as this. Reading is very important habit for an economist. You should read anything from current affairs to history books. This will give you a comprehensive understanding of the big picture of economics.

5. What are your weaknesses? Was there a time you made a huge mistake due to your weakness? How did you overcome or address this?

Identify three weaknesses that you have and interpret how they can be detrimental to a situation. Then evolve your answer to show how one weakness proved to be your strength. Select a good example from your life for this question as this is again a common interview question.

A. Answer the following questions based on the Interview given above.

1. What is the significance of the first question of the interviewer?
2. What is the connection between global trends and economic impact?

3. What is presented as the most important quality of an economist?
4. How should you be prepared to answer the question about reading?

B. Fill in the blanks.

1. The first question of the candidate is related to _____, _____ and _____.
2. The candidate's answer regarding problem solving skills is pertaining to _____.
3. The candidate considers _____ to be important to excel in the field of economics.
4. _____ is a very important attribute of an economist.

Exercise I

Listen to the Interview being read by the teacher

Interviewer : Good Morning, Ravi. I am Anand.

Interviewee : Good Morning.

Interviewer : How are you doing?

Interviewee : I am doing fine. Thank you.

Interviewer : Anand, let us start the interview. Are you ready?

Interviewee : Yes, I am.

Interviewer : First, let me properly introduce myself. I am the Finance Department Manager. There is a position opening in my department which needs to be filled immediately.

Interviewee : Please, tell me a little bit about the position.

Interviewer : It is an entry-level position. The new employee will be working with the Accounting department and the bank.

Interviewee : What type of qualifications do you require?

Interviewer : I require a four-year college degree in Finance. Some work experience would be helpful.

Interviewee : What kind of experience are you looking for?

Interviewer : Doing office work is good. I do not require a lot of experience since this is an entry-level position. I am willing to train the new person.

Interviewee : That is great!

Interviewer : John, tell me a little bit about yourself.

Interviewee : I was a student at Madras University, and I just graduated with a Bachelor's degree in finance. I have two years of experience as a payroll staff.

Interviewer : What are you looking for in a job?

Interviewee : I have learned a lot of Finance theories at school, and now it is time for me to put them into practice.

Interviewer : Anything else?

Interviewee : I also hope that it will help me grow in my field.

Interviewer : What are your strengths? Why should I hire you?

Interviewee : I am a hard-working person and a fast learner. I am very eager to learn, and I get along fine with people.

Interviewer : OK. Now for some pertinent questions about your work culture. You do not mind working long hours, do you?

Interviewee : No, I do not.

Interviewer : Can you handle pressure?

Interviewee : Yes, I can. When I was going to school, I took quite a few courses each semester while working at least twenty hours every week. And, I handled that situation pretty well.

Interviewer : Do you have any questions for me?

Interviewee : No, I think I have a clear understanding of the job. I believe that I can handle it with ease, and I hope to have the opportunity to work for you.

Interviewer : Anand, nice meeting you. Thank you for coming.

Interviewee : Nice meeting you too. Thank you for seeing me.

A. Answer the following questions.

1. What is the interview for?
2. How far should the candidate be qualified for the job?

3. Is prior experience required for the job?
4. Is there any mention about salary in the interview? If so, how much?
5. What qualities does the candidate present as his strengths?

Speaking

Preparatory Activity I

Speak about the basics of your subject for about three minutes:

- History
- Economics
- Sociology
- Psychology
- Political Science
- Literature

Mock Interview

What is a mock interview?

A mock interview is a simulation of a real interview. A mock interview involves acquainting potential job candidates with various interview settings and helping them to prepare their responses to commonly asked interview questions.

The real-life scenarios of an interview that takes place in person or in a group or via telephone can be realized in a mock interview. You will be able to make a note of how you perform and what you can do to improve both your verbal and non-verbal communication skills.

Any one can be asked to conduct a mock interview for you but having a professional to conduct a mock interview will be of great benefit. You need to contact professionals and student counsellors help you experience a mock interview. Just be prepared to accept criticism when it is warranted and work at rectifying your shortcomings.

What are the benefits of mock interviews?

The main purpose of a mock interview is to get accustomed to the environment of an interview. This will help you to deal with the stress that is associated with a real interview. You will familiarize yourself with the common questions asked in an interview and will be prepared to tackle the different responses in a real situation. This exercise will prepare you to answer any question in a natural conversation like manner without expressing nervousness or stress.

Model Mock Interview

HR: Hi Prema, thanks for coming today. I'm Vijaya Illia. Nice to meet you.

Prema : Hello, I'm Prema Nanda. Nice to meet you, too.

HR: Are you familiar with the information related to this job?

Prema : Yes, I read the details and it sounds interesting.

HR: Tell me something about your education.

Prema : I have a master's degree in commerce from the University of Madras.

HR: Great. Could you tell me more about your experience?

Prema : At present I work in the department of sales and I have completed several projects of which I was the team head in one. I am engaged in networking with customers.

HR: For how many years have you been in sales?

Prema : I've been in this position for two years and later moved on to marketing.

HR: Tell me something about your hobbies and interests.

Prema : I read a lot. I am a voracious reader. I also have a blog where I write my thoughts on pertinent topics. I am also a fitness freak, so I spend my free time learning yoga and doing exercise.

HR: Why do you think you will be the right candidate?

Prema : I enjoy marketing as it involves using all your expertise and experience to market and sell your products. That is an accomplishment worth working for.

HR: Thank you Prema. Nice talking to you. We will get back to you soon.

Prema: Thank you.

Exercise I

A. Complete the following dialogue considering it a mock interview for a job.

Personnel manager : Hi Arun, thanks for coming today. I'm Nidhi. Nice to meet you.

Candidate : Hello, I'm Arun. Nice to meet you, too.

Personnel manager : How did you come to know about this offer?

Candidate : Well, it was through LinkedIn that I came to know about this and it sounded very interesting.

Personnel manager : Tell me something about your education?

Candidate : _____

Personnel manager : _____

Candidate : _____

Personnel manager : _____

Candidate : _____

Personnel manager : _____

Candidate : _____

Personnel manager : _____

Candidate : _____

Personnel manager : _____

Power Point Presentation

Preparatory activity

Look at the following Power Point Slides and observe the presentation of key ideas.



<https://slidesgo.com/theme/revolution-history-lesson>



<https://venngage.com/blog/presentation-design/>



https://www.google.com/search?q=ppt+slides+images+for+economics&tbm=isch&ved=2ahUK_EwjFzrnRmrTtAhWkHLcAHZ6KDNwQ2-cCegQIABAA&oq=ppt+slides+images+for+economics&gs_lcp=CgNpbWcQAzoCCABQpME_EWKvgBGD14QRoAHAAeACAAakBiAHjEpIBBDauMTaYAQCgAQGqAQtn3Mtd2l6LWltZ8ABAQ&sclient=img&ei=gRvKX4WKBaS53LUPnpWy4A0&bih=610&biw=1280

Short Academic Presentation Using Power Point Presentation

Power Point is full featured presentation programme that is used by millions of people around the world. It is used to design presentations and it is available in MS Office Package. It is used to make presentations in a wide array of fields. It uses components such as images, animations, videos, and audios.

Benefits of Power Point Presentation

- Power Point Presentation, shortly called PPT, provides a greater visual effect

- PPT helps improve the level of understanding of the audience
- It makes the presentation more effective, impressive, and interesting
- It enhances the interactive involvement of both the presenter and audience
- It aids the presenter to be concise and elaborative on the content and with more clarity

FOR EFFECTIVE PRESENTATION

Dos:

1. Use key phrases, sentence fragments that include only essential information. Limit the number of words in each slide.
2. Enhance readability using bigger fonts. The content presented should not be cluttered with too much information. It should be clear enough to be read.
3. Limit the number of slides also. It is apt to aim for one slide per minute.
4. Use bright and contrasting colours for text and background
5. Use no font size smaller than 24 point.
6. Check the spelling and grammar.
7. Avoid long sentences.
8. Avoid abbreviations and acronyms.
9. Limit punctuation marks.

Don'ts:

1. Do not read from your slides. The content in the slides is for the audience and not for the presenter.
2. Do not speak to your slides. Facing the audience maintain eye contact and actively engage the audience.
3. Do not clutter the slide with too much information or infographics.
4. Don't cram too many sentences. Line spacing can be 1.15 or 1.5 spacing

You can learn from the given exercise how central ideas can be chosen for Power Point Presentation.

Ashoka's Empire (250 BC)

Land Tax, the main item of revenue was quite high and was levied at the rate of one sixth of the produce, though the Greek account puts at the rate of one fourth. Agricultural

resources were obtained through share cropping wherein seeds, oxen etc. were provided by the State along with arable land for cultivation. In this kind of situation, the peasants probably gave half of the produce to the state. There were many customary dues that the peasants had to pay. For example, a tax called *Pindakarawa* was paid by those practising animal husbandries. It was levied on groups of villages. Villages also were expected to provide food and other provisions whenever the royal army passed through their territories. This was burdensome for the villages. There was another tax known as *Hiranya*, the exact nature of which is not known. *Hiranya* means gold so it refers to taxes paid in cash. *Bali*, the traditional known levy from the Vedic times continued under the Mauryas.

All these taxes have burdened the peasantry considerably, still *Kautilya*, in the *Arthashastra*, goes on to recommend that in case the State still falls short of its needs, several other fiscal measures for periods of emergency could be made use of. A unique measure was called the *Pranya* which means a gift of affection. Although this tax was mentioned by Panini it was elaborated in the *Arthashastra*. It amounts to one-third or one-fourth of the produce according to the nature of the soil. It is usually interpreted as a voluntary gift but once put into practice, it might have become obligatory.

During times of emergency the cultivators were also forced to raise more than one crop. The importance of these measures was constantly emphasized, and the country did face famines. During these bleak periods, the level of revenue collection must naturally have fallen. The *Arthashastra* is also careful in defining the different types of villages to be taxed as the fertility of the soil varied from place to place. Interestingly the revenue collectors and assessors were also divided into special categories. Thus, the Mauryan state, at least in its core areas, must have ensured a substantial land revenue collection without which it would have been difficult to maintain the Government machinery and the Army.

Ideas for Power Point Presentation

- During Ashoka's regime, Land tax was the main item of revenue and it was very high
- Share cropping was another way by which the state collected agricultural resources
- Many customary dues like **Pindakorawa** were to be paid to the people
- In addition to the above taxes, another type of tax was **Hiranya**. Little is known about it.

- Kautilya's *Arthashastra* speaks about other taxes levied on people during emergency in the regime of Ashoka
- The cultivators were forced to raise two crops

Glossary

Emperor : a ruler of an empire

Regime : a particular form of government or a system or method of government

Peasant : a small farmer

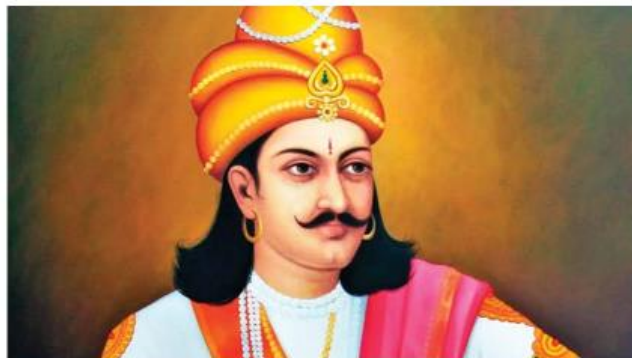
Bleak : dull

Fiscal : relating to government revenue , especially taxes.

Model Slides

Slide 1

ASHOKA'S EMPIRE (250 B.C)



PRESENTED BY
R. KRISHNAN
M. LAKSHMANAN
I B.A HISTORY

Slide 2

Introduction

- ▶ Ashoka the Great, was an Indian emperor of the Maurya Dynasty,
- ▶ Grandson of Chandragupta
- ▶ Promoted the spread of Buddhism



Slide 3

Achievements

- ▶ Political unification of the country
- ▶ Followed a tolerant religious policy
- ▶ Helped administration and promoted cultural interaction



Slide 4

Land Tax Reforms

- Land tax was the main item of revenue and it was very high.
- Share cropping was another way by which the state collected agricultural resources
- During Ashoka's regime, many customary dues like Pindakora was to be paid to the people.

Slide 5

- In addition to the above taxes, another type of tax Hiranya. Little is known about it.
- Kautilya's *Arthashastra* speaks about other taxes levied on people during emergency in the regime of Ashoka.
- The cultivators were forced to raise two crops.

Model II

The Chief Minister and the Council of Ministers

In the Parliamentary form of government, the Chief Minister, and the Council of Ministers (CoM) possess the real executive powers and form the nucleus of administration of the state.

The Chief Minister is the head of government. He is accorded with the status of 'The First Among the Equals' in relation with other ministers in the council. Though the CoM is a multi-membered body, it functions as a single unit under the guidance and directions of the Chief Minister.

Powers and Functions of Chief Minister

The Chief Minister being the real executive authority holds a wide range of powers and diverse functions that include recommending the Governor the persons who can be appointed as ministers. He allocates portfolios between the minister and instils the principle of responsibility upon the council of ministers. He can recommend to the Governor to dissolve the State Legislative Assembly and conduct new elections. He advises the Governor on summoning and proroguing of the sessions of the State legislature. During an emergency the Chief Minister acts as the chief crisis manager of the state.

Glossary

Council	: committee that governs
Proroguing	: extension of time
Portfolios	: responsibilities of a cabinet minister
Accord	: agreement, concurrence
Crisis	: a time of difficulty or danger

Slides

Slide I

The Chief Minister and the Council of Ministers



Presented by
S. Arun Kishore
I B.A.

Slide 2

Who is a Chief Minister?

- ▶ The Chief Minister and the Council of Ministers (CoM) possess the real executive powers and form the nucleus of administration
- ▶ CM-head of government
- ▶ The First Among the Equals'

Slide 3

Powers and Functions of Chief Minister

- ▶ CM holds a wide range of powers and diverse functions. They include the following:
- ▶ 1. Recommends to the Governor the persons who can be appointed as ministers.
- ▶ 2. Allocates portfolios between the ministers.
- ▶ 3. Instils the principle of responsibility upon the council of ministers.

Slide 4

- ▶ Recommends to the Governor to dissolve the State Legislative Assembly and conduct new election.
- ▶ Advises the Governor on summoning and proroguing of the sessions of the State legislature.
- ▶ Acts as the chief manager of the state during emergency situation.

Model III

EARTHQUAKES

The shaking of the earth's crust or tremors is called an earthquake. While most earthquakes result from natural causes like faulting, folding and volcanic eruptions, some result from human actions like blasting of rocks. Large reservoirs are also believed to make an area more prone to earthquakes. The intensity of an earthquake is measured on a Richter Scale. An increase in the magnitude of an earthquake by one on the Richter Scale implies ten times more amplitude or intensity of the earthquake and 32 times more energy. A new measurement scale now used by the United States Geological survey is called the moment magnitude scale. The seismograph is used to record the tremors caused by earthquakes. A Seismograph, a 24-hour record of earthquake waves, is called as Seismogram. The point of origin of an earthquake in the earth's interior is called seismic focus. The point on the surface where an earthquake is felt first is called its epicentre. Lines on a map joining places that experienced an earthquake at the same time are called coseismal lines. Lines joining places experiencing the same intensity of an earthquake are called isoseismal lines.

Ideas for Power Point Presentation on Earthquakes

1. Definition of earthquake
2. Causes of earthquakes
3. Instruments to measure earthquake
4. Earthquakes measured using Seismograph
5. An earthquake wave of 24 hour record-Seismogram
6. Point of origin of earthquake-seismic focus.
7. Coseismal lines and isoseismal lines

8.Surface point where earthquake felt-epicentre.

Glossary

Seismograph : instrument to measure earthquake

Seismogram :graphical output of an earthquake

Tremor : shake or vibration

Magnitude :a measure of energy released by an earthquake

Eruptions : a sudden release of pressure

Slides

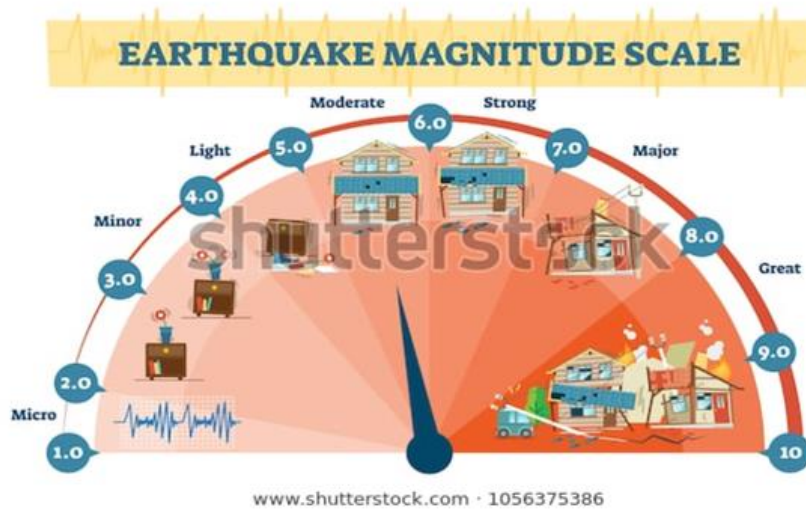
Slide 1



EARTHQUAKES

Presented By
A. Arokiya Raj

Slide 2



Slide 3

- Definition of earthquake.
- Causes of earthquake.
- Instruments to measure earthquake.

- ▶ . Earthquakes measured using Seismograph
- ▶ 5. An earthquake wave of 24 hour record-Seismogram
- ▶ 6. Point of origin of earthquake-seismic focus.

- ▶ 4. Earthquakes measured using Seismograph
- ▶ 5. An earthquake wave of 24 hour record-Seismogram
- ▶ 6. Point of origin of earthquake-seismic focus.

A Seismic focus of an earthquake at Meghalaya



The image is a satellite map of Meghalaya, India, showing the seismic focus of a 4.4 magnitude earthquake. The focus is marked by concentric red circles centered near Resubelpara. The map includes labels for various towns and districts, and a title bar with the text '4.4 quake MEGHALAYA, INDIA REGION, 3 Nov 1, 13 am (GMT +5:30)'. The map also shows the border with Bangladesh to the west and the state of Assam to the east. The map is credited to Bing and Google Earth.

A Seismic focus of an earthquake at Meghalaya



Task

1. Make power point presentation slides on **Casteless, Clash-less and Classless Society.**
2. Make power point presentation slides on **Austrian Psychoanalyst Sigmund Freud's Classification of the Human Psyche.**
3. Prepare power point slides on **Personal Finance Economics**

Reading & Writing

Preparatory Activity I

Vocabulary

Founder :

Year of establishment :

Nature of Products :

Clients :

Manufacturing Unit :

Headquarters :

Branches :

Service Outlets :

Definition of Company Profile:

It is a summary or collection of information on persons, companies, and its products. Here in the context of a company, it includes details such as founder, year of establishment, types of products, land mark achievements and so on.

Helping Hands



<https://www.wellbeing.com.au/mind-spirit/mind/the-benefits-of-lending-a-helping-hand.html>Alcoholism, diseases, poverty define everyday struggles of Chennai's pavement dwellers as govt refuses to count them as homeless - India News , Firstpost



[City pavement dwellers demand night shelters \(freepressjournal.in\)](http://freepressjournal.in)[Teach English for orphan child - SCCN | Volunteering in Nepal \(savechildrennepal.org\)](http://savechildrennepal.org)

Helping hands is a philanthropic organization based in Amaravathipudhur, Sivagangai District in Tamil Nadu. It renders invaluable service to orphans and other needy people for their survival and development. Mr. Palaniappan founded this Non-governmental social service organization in 1980 with an objective of helping people in distress such as orphans and destitute. When Mr. Palaniappan was in the prime of his youth, he happened to see a weak and wailing baby girl outside a hospital with no one to care for it. Mr. Palaniappan avowed to look

after the baby in a rented house and within a year there came 40 boys and girls to be sheltered. The Helping Hands was registered the next year. Today it accommodates hundreds of children and aged people and extends humane gestures to all. From new-born children to old people who are counting their days, it fosters them by giving a fresh lease of life to all the needy. The organization provides individual care, medical assistance, treatment, rehabilitation, education, and empowerment. It is said that Helping Hands are better than praying hands. Wouldn't you like to be a person of helping hands?

Glossary

Invaluable : of much value; also used as valuable

Distress : suffering

Prime : important stage

Destitute : people who have no support

Exercise I

Based on the understating of the Organization profile answer the following questions

1. What is philanthropy?
2. What kind of services does the organization provide?
3. Expand NGO.
4. Who is the founder of the organization?
5. When was the organization founded?

Writing

Preparatory Activity I

Word Power

Circular	: a printed letter or notice sent to many people
Minutes	: the written record of what was said at the meeting
Ephemeral	:temporary
Fate	: destiny
Mighty	: powerful
Monarch	: King
Summon	: Call
Bane	: Curse
Monuments	: structures raised in remembrance

CIRCULAR

Pre- Writing Activity

What do you think about this form of letter?

Opening of a new business

Dear Householder

We are pleased to announce the opening of our new retail grocery store on Monday 1 September.

Mrs. Victoria Chadwick has been appointed Manager. She has 15 years experience of the trade and we are sure that the goods supplied will be of sound¹ quality and reasonably priced.

Our new store will open at 0800 hours on Monday 1 September. As a special celebration offer a discount of 10% will be allowed on all purchases made by the first 50 customers. We hope we can look forward to your being one of them.

Yours sincerely

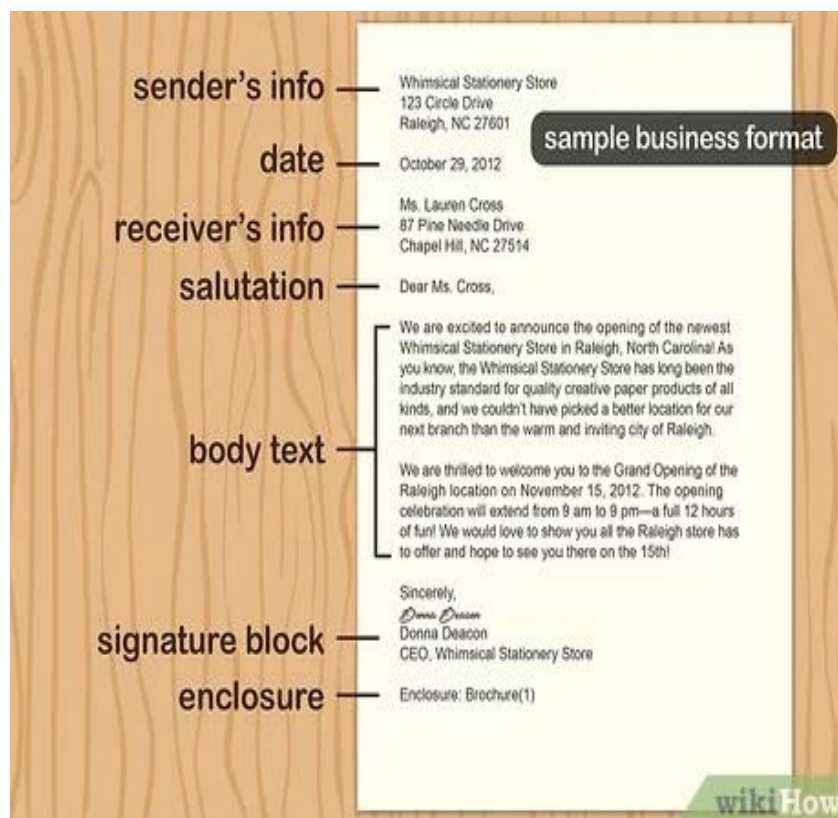
Circular: Definition

A circular is a brief letter conveying specific and important information which is a viable tool of communication channel in an organization. Since it is brief it may also contain marketing information and may be used for inter-departmental communication and advertising. Its wider reach is the main feature of a circular.

Advantages of a circular

- It is simple and precise making the communication effective
- It is written and therefore a documentary evidence that prevents miscommunication
- It is also quite inexpensive and therefore cost-effective
- Circulars are also a time-saving method of communication as it reaches many people in a short time
- They are a great advertising and marketing tool that can help create a new market and educate people about the product or services
- It helps customers gain confidence about the product or service

Components of a circular



<https://www.wikihow.com/Write-a-Letter-of-Recommendation#/Image:Write-a-Letter-of-Recommendation-Step-1-Version-2.jpg>

Difference between Memo and a circular

<u>Official memos</u>	<u>Circulars</u>
• Memos are intended for selective audience	• Circular are intended for larger audiences
• Memos often contain a limited subject matter	• Circular serves as a medium for general announcements
• Memos serve more as an internal mode of business communication	• Circular may approach the different audience concerning its subject matter
• Memos may cover legal content such as MOU, MOA	• Circular only relate to business-oriented content

<https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.wordcountjet.com%2Fdifferences-between-official-memos-and-circulars-a-managerial-perspective&psig=AOvVaw2WGg90wo4RJnz7lgR6ISNT&ust=1608025177404000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCIihgN-Wze0CFQAAAAAdAAAAABAD>

Model of a Circular

Circular Regarding an Appointment in the Organisation

Raja Motors Private Ltd.,
Madurai.
7.12.2020

This is to inform the various departmental heads that S. Krishnan has joined the organisation in the capacity of Vice-President. He comes with experiences that will be of a great asset to the organization. His managerial skills will be his greatest strength in his team. He joins the organisation on 10.12.2020 and the various General Managers are requested to have a meeting with him and apprise him of the situation.

Wishing him all the best we believe he will offer his expertise to tackle the changes in the market.

Exercise 1

Fill in the blanks, choosing the correct answer

1. A circular is an _____ communication (official/ informal)
2. A circular reaches _____ audience (larger/smaller)
3. Memos are intended for _____ audience (larger/selective)
4. Circulars are _____(expensive/ inexpensive)

Exercise 2

1. As a Managing Director of a Motor company, draft a circular to the employees of your organisation about the launching of a new brand of a vehicle.
2. As a Principal of a school, prepare a circular for teachers and students regarding Republic Day celebrations in your school.
3. Read the following circular and answer the questions given below

RRG College of Arts and Science,
RRG Nagar,
Kovilpatti
8.12.2020

In view of the impending cyclone which was continuing since 4.12.2020 and the irregular bus services following it, the college authority has decided to postpone the exams from 10.12.2020 to 14.12.2020. All the students are requested to meet their respective class teachers and note down the changes in the Exam schedule at the earliest in order to avoid inconvenience at the last moment. The revised dates for practical exams for the science students may be obtained from the respective department heads.

8.12.2020

Principal

Kovilpatti

Circular Regarding Exams

Answer the following questions:

1. Where is the college located?
2. What is the circular about?
3. Why do they post-pone the exams?
4. Who has sent the circular?
5. The exams have been postponed to ____

Minutes**Definition**

Minutes of meeting is a documented record of the proceedings of an official meeting which contains the list of attendees, the absentees, the points of discussion and the decisions taken. The word 'minutes' is derived from the Latin phrase '*minuta scriptura*' which literally means 'small writing' or 'rough notes'.

Purpose

Every organization may have its own rules of the content that is recorded in the minutes. It should record what was done and not what was said. They are not a record of the transcript. They are official documents that hold evidence about the important decisions taken in the meeting.

Creation

Minutes may be recorded during the meeting in shorthand or in the form of notes and later elaborated. The minutes should be circulated among the participants. In some instances, the meeting may be audio or video recorded and the minutes may be prepared later. There are also minutes recording software to help prepare minutes.

Steps to record minutes

The steps to record minutes are:

- Pre-planning
- Record-taking
- Writing or transcribing the minutes
- Sharing meeting minutes
- Documenting and filing

Tips for taking notes

- Prepare yourself for the meeting by having an outline. As the meeting goes on the items in the outline can be filled. This will ensure that important details are not missed.

- The list of participants may be noted right at the beginning of the meeting
- Decisions and actions should be recorded accurately
- Clarifications may be sought about decisions taken since the recorded minutes must be accurate
- Conversations need not be noted down. Actions and decisions should be carefully taken down.
- Recording the minutes using smart phone may be helpful for future clarifications. Before recording the participants must be informed that they are being recorded

Format of Minutes of Meeting

The general format of the minutes of a meeting is as follows:

- Name of the organization in the top-left corner
- Date and time in the top-right corner
- Title in the centre
- Name and designation of the attendees
- Name of absentees, designation, and reason for absenteeism
- Amendments made to previous minutes
- Meeting Agenda
- Issues discussed
- Suggestions made
- Decisions taken
- Voting details
- Action plan and roles and responsibilities given
- Motions addressed and motions carried over to next meeting
- Schedule of the next meeting

In addition to the above format each organization will have specific details to be included according to the purpose of the meeting. These requirements need to be well understood before preparing to take down the minutes.

After the meeting

As soon as the meeting is over the minutes need to be written:

- Minutes should be written immediately after a meeting while the ideas discussed are still fresh in the mind

- Review the format and the information recorded so that all important details are included

- Depending on the meeting the explanation of the details must be given. In a board meeting or a corporate meeting more details and explanation must be included for the actions taken and the reasons for the actions taken must be enumerated.

- The minutes should also be revised and should be clear and concise without any ambiguity

Writing tips:

- Language should be objective and not biased
- Write in passive voice and use the same tense
- Names must not be mentioned unless it is vital, and it is associated with an important decision taken
- Personal comments should not be made. Minutes should be based on facts and not feelings
- Other documents that are circulated during the course of the meeting must be mentioned in the meeting and enclosed along with the final draft of the minutes

Conclusion

Minutes should be vetted by the chair of the meeting and in some cases by more members before it is circulated among the participants of the meeting. This gives scope for the minutes to be revised and approved for circulation. This final process is what makes the minutes an official record. This will be approved during the next meeting.

Writing an Introduction

The constituent parts of an introduction are attention grabber, topic description, explanation of the topic's relevance, an outline of the main points and the central ideas of the subject under discussion.

Definition of Paraphrase

It is a simplified form of a piece of writing. It captures the central, significant, and important ideas of a text and presents it in an easily readable, and understandable way. It is a rewording or a restatement of the meaning of a text or a phrase.

Model

All human things are subject to Decay

When Fate summons monarchs must obey

- Dryden

These lines given above speak about the uncertainty indefiniteness and ephemeral nature of human life. The poet Dryden states that all human things pertaining to this world have a short life. None in this world can live here for an indefinite period. These lines further explain that even if people are very mighty and powerful like kings, if they receive a call from fate, they cannot escape it. They will have to bow before fate. The central idea is that fate is far superior to and far more powerful than humans.

Task I

Let none admire

That riches grow in Hell; that soli may best

Deserve the precious bane. And here let those

Who boast in mortal things, and wondering tell

Of Babel, and the works of Memphian kings,

Learn how their greatest monuments of fame,

And strength, and art, are easily outdone

By Spirits reprobate,

Explanation:

Having described the materialistic greed of Mammon and of the human beings who fall under Mammon's influence, Milton tells us that, under Mammon's directions, a batch of fallen angels dug out gold from the interior of hell. In the lines here Milton says that people should not feel surprised to learn that riches (gold etc.) exist in the infernal regions. The soil of hell may perhaps be most appropriate for that coveted evil, namely gold. Milton then goes on to give us another idea. There are people who boast of human achievements. These people describe, with a feeling of wonder, the Tower of Babel, and the Pyramids of Egypt as great architectural works. But let such people learn how the greatest monuments which have been built by human strength and skill and which have become famous, can easily be surpassed by the work of worthless Spirits (that is, the devils).

Exercise

Paraphrase the following text.

National Emergency

Under Article 352, the President can declare National Emergency on the entire territory of India or a part of it when the security of the entire country or a part of it is challenged by war or external aggression or armed rebellion. When the National Emergency is proclaimed because of war or external aggression, it is called External Emergency and when it is proclaimed because of armed rebellion, it is called Internal Emergency.

VII. WRITING SKILLS

VIII. Punctuation and Capitalization



<https://www.teachstarter.com/au/blog/26-punctuation-resources-activities/>

Punctuation

The system of signs or symbols, such as full stop, comma, and exclamatory mark, used in written language is called Punctuation. Punctuation marks show a reader how a sentence is constructed and how it should be read. Every sentence should include a capital letter at the start, and a punctuation mark at the end.

IX. Why Punctuation matters?

Life would be confusing without proper punctuation.

Look at these sentences

1. some people find inspiration in cooking their families and dogs

Vs.

Some people find inspiration in cooking, their families and dogs.

2. lets eat grandpa

Vs

“Let’s eat, Grandpa!”

The sentences convey **totally** different things as per the proper usage of punctuations.

For the sake of family members and Grandpa’s life, use proper punctuation. Punctuation saves lives and keeps people alive!

3. Now, this is a big one. Consider the following sentences. Note how the meaning changes drastically when the position of the comma changes.

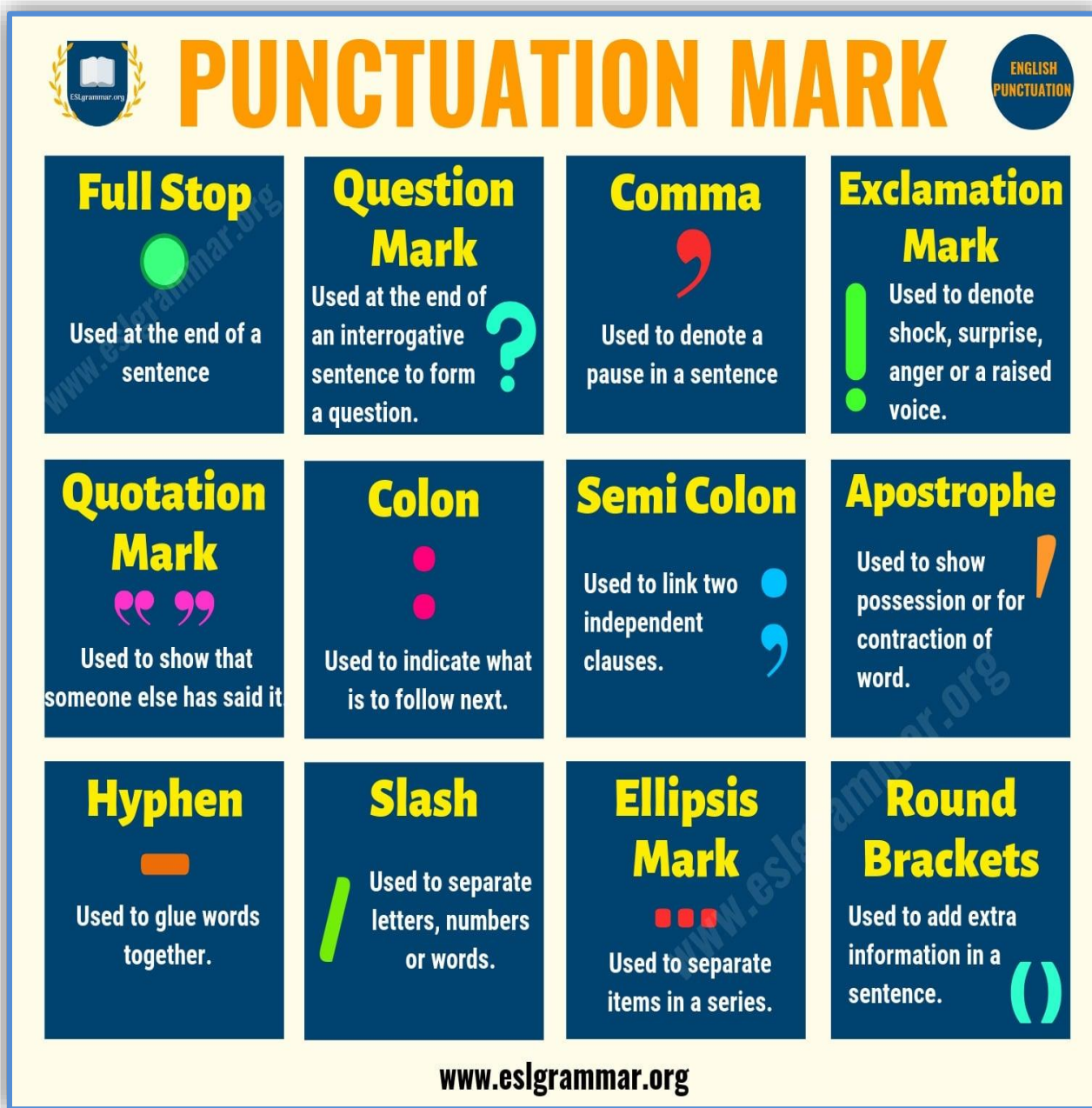
a woman without her man is nothing

“A woman, without her man, is nothing.” (A woman’s success is because of a man)

Now, let’s change up where we’re placing the punctuation:

“A woman: without her, man is nothing.” (A man’s success is because of a woman)

Here is an infographic on various punctuations used in English



CAPITALIZATION

Capitalization is one of the most basic and important elements of writing. Capitalization draws the reader's attention to names, titles, and more. Capitalization also marks the start of new sentences and new paragraphs, provides signals to the reader, and helps to create a structure and a hierarchy in written language.

Basic Capitalization Rules

1. Capitalize proper nouns.

- To indicate the names of people, such as Vijay, David, or Anwar.
- To denote the names of months and days, such as January, August, Sunday, Thursday
- To denote days of national/international importance, such as Independence Day, Women's Day
- Finally, proper nouns also include the names of buildings, landmarks, and companies, such as the Leaning Tower of Pisa, the Statue of Liberty, or Verizon

2. Use capitalization with proper adjectives.

- Indian, American, Italian, German

3. Capitalize titles of works.

- A Tale of Two Cities, Titanic, Ode To A Nightingale, Beats

4. Use a capital at the beginning of a sentence. The first word of every sentence should be capitalized, regardless of what kind of word.

5. Capitalize the first word of a full sentence in a quotation. Sentences appearing within quotes also should have a capital letter in the beginning. She said to me "Do you feel alright?"

6. Use capitalization when referring to a period or an event.

- The Chola Period.

7. Capitalization with the pronoun "I." One of the most notable words to make sure to capitalize is the pronoun "I." I refer to oneself. This is a unique and specific usage.

8. Capitalize family relationships.

- Aunt Preethi" or "Cousin Ajith."

9. Capitalize people's titles.

- Mr. Ms. Miss, and Dr.

Remember these punctuation rules while writing:



PUNCTUATION RULES

ENGLISH
PUNCTUATION



RULE 1

Every sentence must end with a full stop.

Proper nouns (names of people, places, brands, etc, i.e. unique instances of a class) must always be capitalised.

RULE 2

RULE 3

When you use opening quotation marks, do not forget to use closing quotation marks at the end of the quoted word or phrase.

Quotation marks are when quoting or sometimes to convey irony, not for emphasis; emphasis is conveyed by boldening or italicisation, followed by an exclamation mark.

RULE 4

RULE 5

Do not use an apostrophe when you are pluralising a word. The plural of toy is toys, not toy's. Apostrophes are used to form contractions (it is = it's) and indicate possession.

The ellipsis, used to indicate variously the intentional omission of a section of text, an unfinished thought, and a trailing off into silence, consists of only 3 dots. It is pointless to add more dots to an ellipsis

RULE 6

RULE 7

As per the rules of British English, any punctuation mark that is not part of a quoted section of text must be placed outside the quotation marks.



Do not link independent clauses with commas. Independent clauses are groupings of words that can stand alone as sentences.

RULE 8

RULE 9

Use a comma after the introductory element of a sentence. The introductory element is a word or a phrase that begins a sentence by providing background, or simply modifies it.

X. Activity 1

XI. Analyse the Story given below and list down the various punctuations mentioned in the story and write their definition.

E.g.

1. **Comma** – Used for pausing; took its place between words; without the break commas provide,

words run amok, becoming jumbled, unwieldy, and confusing; a well-placed comma can change the meaning of a sentence.

The Day Punctuation Came to Town

1. Written by Kimberlee Gard | Illustrated by Sandie Sonke

The Punctuations had just moved to Alphabet City and the kids—Exclamation Point, Question Mark, Period, and Comma—were excited about their first day of school. Exclamation Point was in a rush to get there. “We are going to have so much fun!” he said. He “was always excited about something.” Question Mark was a little more subdued. She wondered if the other kids would be nice and even pondered whether they were walking in the right direction. “Comma kept pausing,” and Period said she would let her siblings know when to stop.



When they got to school and introduced themselves, the student letters were confused. They'd never seen anyone like the Punctuations before. As the letters practiced forming words, Exclamation Point joined W, O, and W; Question Mark helped out W, H, and O; and "Period brought each sentence to a tidy end." For Comma, though, it wasn't so easy. As he tried to squeeze in between letters, he began to feel as if he was just a bother. Undetected, he tiptoed away.



Meanwhile, in the classroom, Exclamation Point had all the letters scrambling to make more and more exciting words. There was a lot of cheering and booming, ducking, and running. Question Mark asked if maybe they shouldn't all quiet down a bit, but no one was listening. Even Period couldn't get them to stop. Pretty soon, there was a huge word pileup. In the next moment it came crashing down and all the letters "tumbled through the door, spilling into the hall." There, they found Comma, who just stared in disbelief. His siblings wondered why he was in the hall instead of in the classroom. Comma told them how he felt. But, "Comma, without you, things become a disaster!" Exclamation Point said. Period and Question Mark agreed.



Then his siblings gently reminded little Comma about how each member of their family has a certain purpose. They told him, "we all work together to help letters and the words they make." Once everyone had gone back into the classroom, the letters continued making words. But now Comma took his place between them. When the letters looked confused, he explained that it was his job to keep order and that words and punctuation needed each other to make good and clear sentences.

For children just learning about sentence structure and how punctuation and words fit together to create meaning, Kimberlee Gard's lively story helps them visualize and understand the different roles of each punctuation mark. Coming at the end of a sentence and accompanied by vocal clues, exclamation points, question marks, and periods are more familiar to kids. But what about

A row of colorful, anthropomorphic letters and characters. From left to right: a green 'Y' with glasses and a blue 'S' with glasses; a green 'S' with glasses; a small purple character with glasses; a red 'P' with a crown; a pink 'I' with a face; a yellow 'e' with a face; a red 'e' with a face; a blue 'S' with a face; a pink 'e' with a face; and a purple character with a brush and a face.

Image copyright Sandie Sonke, 2019, text copyright Kimberlee Gard, 2019. Courtesy of Familius.

XII. Activity 2

Grammar Book:https://www.grammarbook.com/english_rules.asp

Write the rules for using each of the punctuation marks below. Each row represents a different rule. In the right-hand column, provide an example of the rule in use.

[illegible]

